OCTOBER 2, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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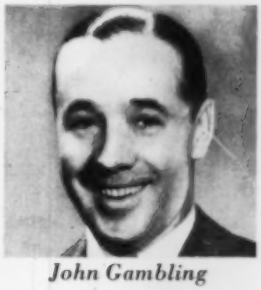
DETROIT

More than mere programs...

Bessie Beatty



John Gambling

Uncle Don

Martha Deane

Stan Lomax

Alfred McCann

PICTURED ON THIS COVER are six of the many WOR personalities whose names and voices have long been known to millions in one of the greatest listening territories on the Eastern Seaboard.

Today there's nothing particularly original about the programs that they, and many other WOR artists, conduct. But through the years their astute formulas have set a pattern that has been flatteringly aped from coast to coast.

More than their programs, however, these people personify those rare and intangible qualities which are the roots of WOR's amazingly successful growth; i.e., a highly sensitive awareness of listeners' likes and dislikes; a degree of warmth that's as intimate as a handclasp, an alertness to the see-saw of home and world events, an immeasurable degree of honest friendliness, and an intelligent and imaginative way of presenting all these qualities.

If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these things which have made WOR so outstandingly successful in doing both.

Our address is . . .

—that power-full station **WOR**

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

XUM

Advertisement Number 11 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

OLD TROUPERS

Years Meeting WLS Listeners Everywhere

Close *personal* association with listeners is added reason for WLS *response.* Not only the personal relationship of microphone and letter (a million letters a year), but the additional friendly association of countless personal appearances at state and county fairs, theaters, meetings, gatherings throughout Midwest America for 20 years.

Maple City Four, with WLS since 1926, is one of many acts that have "met" WLS listeners face-to-face until they seem like old friends. From WLS Artists Bureau, George Ferguson (since 1924) and Earl Kurtze (since 1930) spend most of their waking hours out in the WLS territory arranging shows with WLS talent. Thus WLS learns *directly* what its listeners like in entertainment, gets constant audience reaction to shows and talent staff. Twenty years of this face-to-face contact with listeners who have become old friends is another reason *WLS Gets Results.*

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

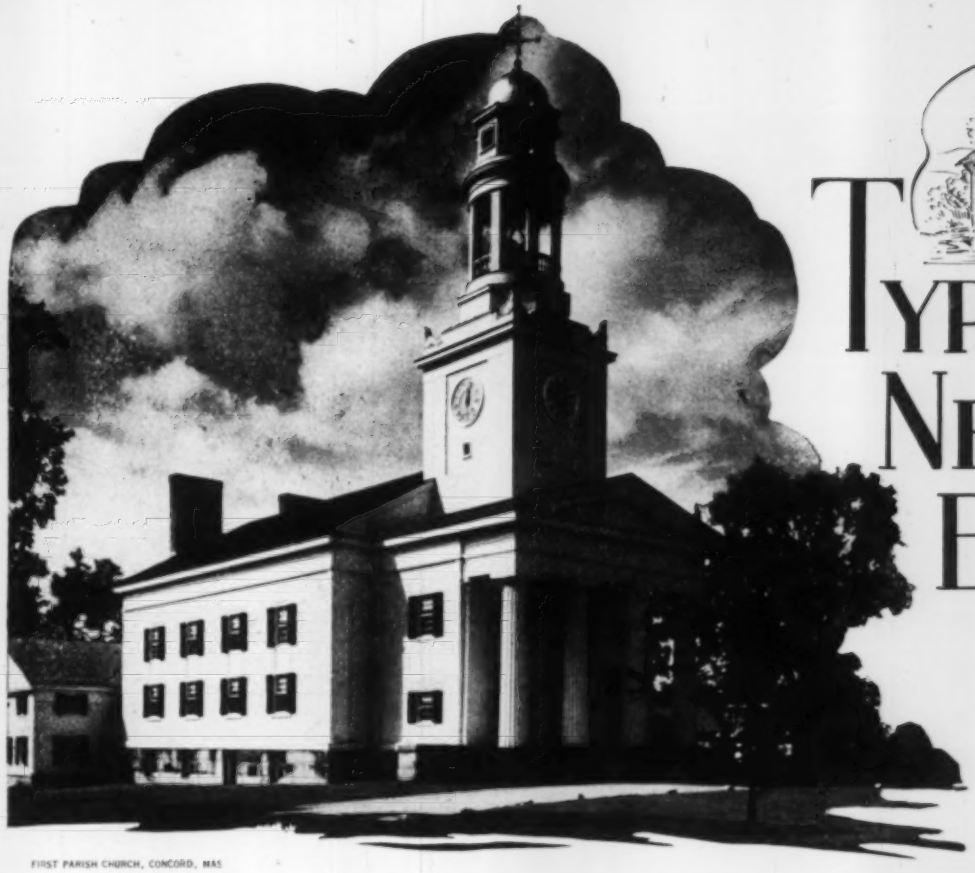
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

CHICAGO 7

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL



FIRST PARISH CHURCH, CONCORD, MAS

TYPICALLY NEW ENGLAND

IT'S TRUE — New England is a different type of market, made up of hundreds of thriving communities.

The Yankee Network is the only air-approach to blanket these markets completely.

New Englanders patronize their local tradespeople — the local merchants, doctors, dentists — not only for convenience but from a traditional loyalty.

They listen to the hometown Yankee Network station because it is their local station.

Dialing for distance is not a New England habit. Today the best in radio (via networks) is provided by local stations. Easy to dial — easy to hear.

Local acceptance of The Yankee Network is the basis of proven results as evidenced by the exceptional percentage of year-after-year renewals.

The Yankee Network's 21 hometown stations give you all over coverage of New England's key markets and suburban communities, reaching a potential audience of 8,377,543 of the total population of 8,437,290.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

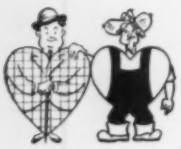
Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

PRODUCTION

One radio station that does not sit back as basic affiliate of a major radio network and watch the rest of the world go by is KMBC of Kansas City. While a pioneer affiliate of the Columbia Broadcasting System, KMBC is widely known as well for its listener acceptance built up through local programming.

Further evidence of KMBC's reputation as *the station with a network operation* is its production staff. Experienced craftsmen of varied production techniques are assigned to the multitude of responsibilities in the air-readying of 30 to 40 programs daily originating from KMBC studios.

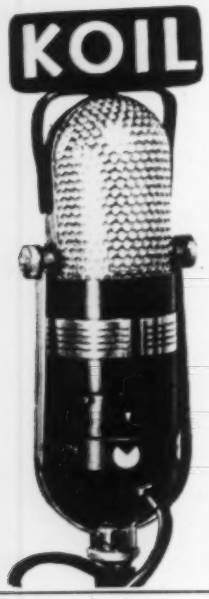
Through the rich know-how of KMBC's production staff, retail advertisers are assured programs of network caliber, national spot program users place production requirements in capable hands, and network clients share in a *plus* listening audience—the harvest of all aggressive local programming.



Of course — KMBC-FM — An extra service at no extra cost!

Such Are The Men vested with the production responsibilities of KMBC. Rod Cupp, station program director, is shown in conference with (l. to r.) Fran Heyser, production manager; Russell Culver, continuity chief; Edwin Browne, educational director; Gene Dennis, coordinator of war activities; and Lee Stewart, head of KMBC's announcing staff.

The American Story" is also the story of KMBC's production facilities. This weekly half-hour patriotic production received noteworthy mention throughout the Heart of America. The KMBC *Brush Creek Follies*, recognized nationally as one of radio's most successful barn dance shows, begins this Fall its eighth consecutive season of Saturday night stands. Department store advertising history is being made at KMBC with Joanne Taylor, fashion expert, in her eleventh year without change as to program format or sponsor. This only begins the success story of KMBC production. No wonder Variety awarded KMBC the title of "Program Originating Station:" and no wonder KMBC is FIRST in all accredited surveys.



14 years a favorite!

"KRIME KLAN" proves

KOIL STABILITY

in the

Omaha area

Krime Klan, one of radio's outstanding weekly thrill dramas has gripped an ever growing audience of KOIL listeners since 1930.

And this is just one of many "long runs" on KOIL, establishing its STABILITY in the rich, midwestern market.

Results PROVE listeners are enthusiastic about KOIL programs.

In Omaha, it's KOIL for Stability . . . KOIL for Results . . . KOIL for Value!

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS Omaha in

5000 WATTS . . . 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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JOHN BLAIR & CO. . . . NATIONAL REPRESENTATIVE

New Industries from AGRICULTURE

Here is the man whose labors make agriculture one of the leading industries in the tri-state area of Louisiana, Texas and Arkansas. Producing record-breaking harvests of food and fibre today in the Food for Freedom program, the farmer looks confidently to the future when his diversified farming will contribute to such chemurgic industries as starch from sweet potatoes and plastics from sugarcane. Advertisers, intent upon building sales for the future in this prosperous market, are using powerful, 50,000-watt KWKH as their No. 1 medium.

KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

ACCURACY

is OUR business . . . IN WAR . . . IN PEACE

WHAT GOES ON at CRECO? No let-up in PRECISION PRODUCTION to provide "fighting crystals" for Radio-at-War . . . plus plans to HELP YOU meet the challenge of NEW DIMENSIONS of Public Service that will be YOUR RECONVERSION ASSIGNMENT. We are prepared to accept a limited number of Standard, FM and Television Applications.

CRECO, largest independent PREWAR PIONEER of FREQUENCY MEASURING SERVICES, has maintained this High-Quality Asset throughout the war, in addition to utilizing the same equipment to Mass-Produce Victory Crystals.

PREPARATION FOR PRECISION

Standard Crystals Being Prepared by Operator in Picture at Left for Use in Comparison Oscillators for Mass Production on Same Frequency.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

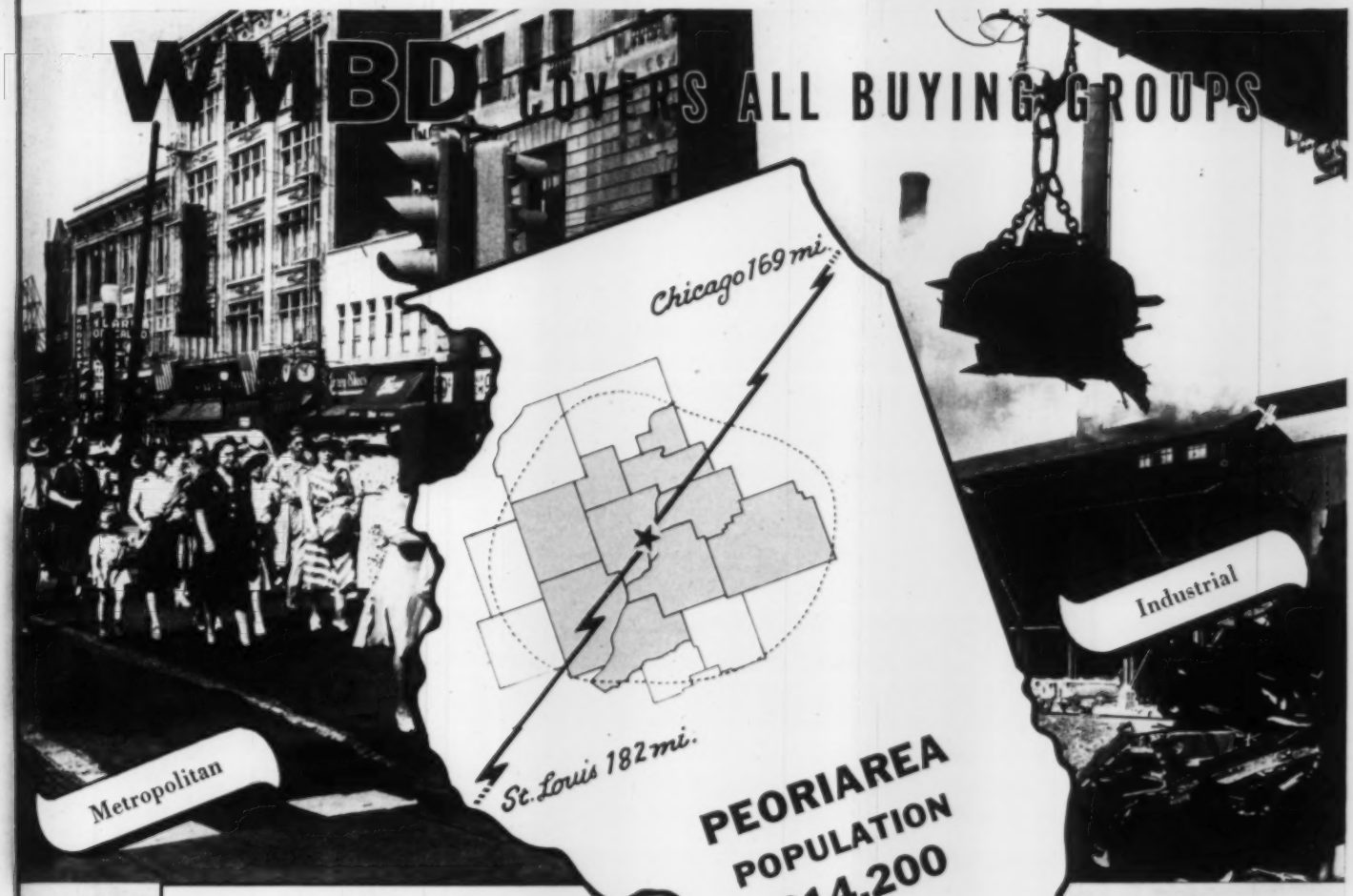
Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

WMBD COVERS ALL BUYING GROUPS



NO RECONVERSION IN PEORIAREA

Metropolitan, industrial, and agricultural PEORIAREA faces no reconversion problem. Peacetime products of Peoriarea factories and peacetime produce of Peoriarea farms have been diverted to war use. Their reconversion to peace channels presents no problem. Peoriarea is an outstanding market now—will be an even better market in peace.

COMPLETE ONE-MEDIUM COVERAGE

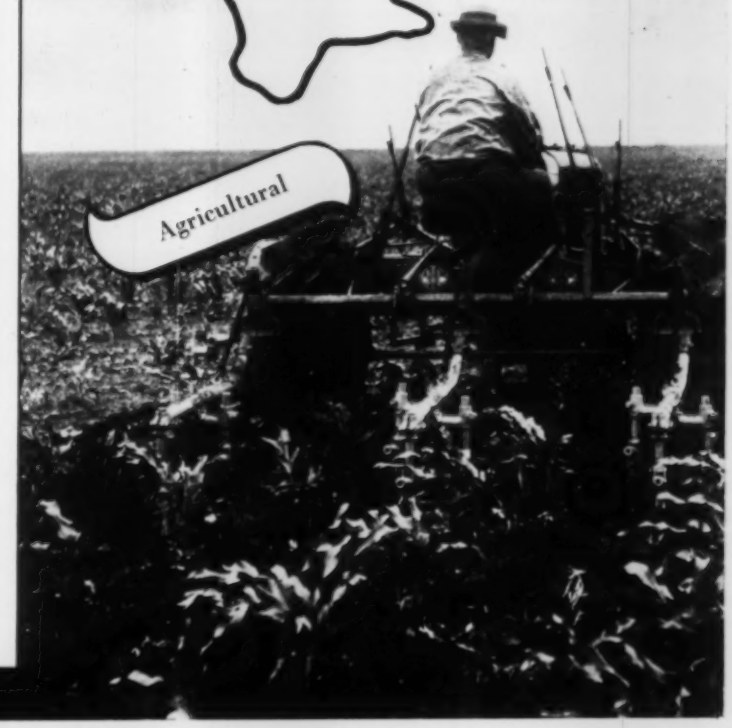
WMBD blankets rich, responsive Peoriarea *Average* listenership to WMBD constantly increases — is now 56.3%. Morning, afternoon, and evening WMBD audiences are *more than twice* as great as those of the second most popular station in the area. You *must* use WMBD to reach Peoriarea.

PEORIA BROADCASTING CO.
Alliance Life Bldg., Peoria 2, Ill.

FREE & PETERS
National Representatives

WMBD

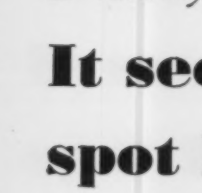
PEORIA BROADCASTING CO.
PEORIA 2, ILLINOIS



"Psst, Miss Love—get F&P immediately. It seems I should have specified spot broadcasting!"

● In *any* emergency, *always* call F&P! You'll be surprised how much good old-fashioned work our F&P Colonels can turn out for you—in a hurry!

Especially if it's in connection with any of the markets mentioned at the right!



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
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KFAR	FAIRBANKS, ALASKA

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CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Granite 3615 **ATLANTA:** *322 Palmer Bldg* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 14 WASHINGTON, D. C., OCTOBER 2, 1944 $5.00 A YEAR—15c A COPY

New Developments Unveiled at FCC Study

FM Wins Dispute From Video for Low Band

By BILL BAILEY

HISTORIC HEARINGS which will shape the future development of all broadcast services, including FM, television, facsimile, radio relays and possible broadening of the present standard band got under way last week before the FCC with the revelation by the Navy that it is using or developing new vacuum tubes which will permit operation of television stations of substantial power in the very high and ultra-high frequencies.

At the outset of the hearings, attended by some 350 industry and Government engineers and executives, it became apparent there would be no knock-down fight between FM and television on allocations in the lower portion of the high-frequency spectrum (50 mc area). Spokesmen for Radio Technical Planning Board panels, which presented basic testimony, explained that agreement had been reached whereby 75 channels of 200 kc width, ranging from 41-56 mc, had been recommended for FM in a compromise with television aspirants for that portion of the spectrum.

Ahead of Schedule

While it was evident that every possible means was being made to expedite the hearings, it was clear also that a number of the RTPB panels, pressed for time, had not reached conclusions in all aspects. This was particularly true of the two most important groups—Panel 1 on Spectrum Utilization and Panel 2 on Frequency Allocation. Several other panel chairmen testified in substance they had not had the opportunity finally to clear recommendations with committee members but hoped to complete their work during the Washington hearings.

The hearings ran well ahead of schedule Thursday and Friday, with some testimony scheduled for Tuesday's (Oct. 3) agenda covered last Friday. If the pace is continued, the hearings may wind up in a month, as against the originally estimated six weeks.

FCC Chairman James Lawrence Fly made it plain at the outset that no time would be wasted. In a preliminary statement he asked that cross-examination be held to a minimum and that witnesses confine statements to recommendations.

Anticipating the development of FM and the possible shift from the 200-400 kc band of certain services (Government, ships, aviation), Panel 4 on Standard Broadcasting submitted an exhibit on tentative allocation recommendations including proposal to use the 200-400 kc band for high-power rural broadcast service. Howard S. Frazier, NAB Director of Engineering and Panel 4 chairman, explained that his Allocation Committee had not yet taken formal action, but that the topic has been considered.

Broadcast Extension

One of the Broadcast Panel's proposed recommendations is to extend the lower end of the standard band to 520 kc providing three additional channels (520, 530, 540 kc.)

A second recommendation is to increase the field intensity of existing stations in populous areas, now suffering from interference or not receiving sufficient signal strength from present transmitters. That increase is proposed by use of unattended satellite stations operating as synchronous transmitters on presently assigned frequencies. These satellites could be connected with the main transmitter through UHF and SHF (superhigh) channels, overcoming many of the technical and economic factors which have discouraged use of satellites in the past, Mr. Frazier pointed out.

Among other proposed recommendations of the Standard Broadcast Panel, to be elaborated on in the more detailed testimony scheduled for the week of Oct. 10, were: Use of directional and half-wave antennas by local or Class IV stations to eliminate interference and improve service, and possible assignment of the 3 to 17 mc band for broadcast service, employing AM rather than FM transmission.

Opening the hearings, Chairman Fly said: "We are interested in determining what frequencies or bands of frequencies should be allocated to the various classes of services. I think it is important that this be understood at the outset. It will mean a real saving in time and effort both on the part of the Commission and witnesses."

To some extent the aura of secrecy was lifted from Government developments in the radio-electronics field, given great impetus by the war. The Interdepartment Radio Advisory Committee, which had evolved its own recommendations for spectrumwide allocations [BROADCASTING, Aug. 14, 21], agreed to release those proposed allocations from the "restricted" category. The substance of its recommendations previously had been discussed and published, but the precise data had not been permitted to emerge from the "restricted" classification until last Thursday.

Coupled with this was the Navy disclosure that research, and in some instance production are being carried out with UHF and VHF tubes. George P. Adair, FCC chief engineer, placed in the record early in the hearings data on the Navy's work on transmitter tubes, which indicated that six new types of tubes have been or are in the process of development, making possible use of energy up to 3,000 w

(*Continued on page 54*)

Auditorium Change

CHANGE in locale of the FCC allocations hearings which opened last Thursday in Washington was announced at the opening session. This week's hearings, originally scheduled for the Interdepartmental Auditorium, will be held, instead, at the Natural History Museum Auditorium on Constitution Ave., at the foot of 10th St., Washington. Hearings this week open at 10:30 a.m. Tuesday (Oct. 3) and are slated to continue through Saturday.

WHEN THE FCC allocation hearings formally were opened in the Interdepartmental Auditorium in Washington last Thursday, some 350 representatives of industry, Government attended. Right aisle not shown. The audience dwindled after the first day. Some 100 witnesses are scheduled to testify.

Blue Names Hubbell Robinson Program and Production Head

Kenway Heads Advertising and Smith Promotion; Lewis May Be Pacific Chief; Harrington Moves

APPOINTMENTS of Hubbell Robinson Jr. as vice-president in charge of programming and production for the Blue Network, of Fred Smith as director of advertising and promotion, and of Ivor Kenway, as advertising manager were announced last Thursday by Chester J. LaRoche, vice-chairman of the board of the Blue Network. Part of a major reorganization of the executive lineup of the network disclosed last week [BROADCASTING, Sept. 25], the new appointments bear out Mr. LaRoche's newly announced plans for increased emphasis on Blue programming and promotion [see page 22].

Mr. Robinson

Mr. Robinson, a vice-president and newly appointed executive manager of the radio department of Young & Rubicam, New York, and acting director of radio for the past several years, takes over his new post at the Blue Nov. 15. Philips Carlin, vice-president in charge of program operations, and Adrian Samish, recently named production manager for the Blue, will coordinate their activities with Mr. Robinson, who will direct all programming and production of the network, according to the announcement.

Worked With Morgenthau

Mr. Smith comes to the Blue this Monday from the Treasury Department, where he has served as assistant to Secretary Henry Morgenthau, specializing in War Loan drives and similar activities. With many years experience in promotion and advertising, Mr. Smith was associated for eight years with BBDO, New York, and subsequently formed his own public relations firm, Smith & Selvage.

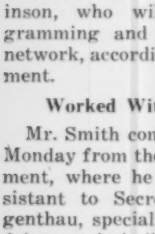
Mr. Kenway, who started his new duties last Wednesday, joined the Blue in January as special assistant to the executive vice-president, Edgar Kobak. For the preceding 20 years, he was director of advertising and sales for Devoe & Raynolds Paint Co.

Understood, but not confirmed by the network, Lt. Col. Tom Lewis, director of the Armed Forces Radio Service, Hollywood, and former vice-president in charge of radio of Young and Rubicam, is expected to be appointed vice-president in charge of Pacific Coast operations of the Blue.

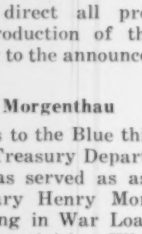
Decision was still pending last week at Young & Rubicam on Mr. Robinson's successor, with indications that the duties might fall to Joseph A. Moran, or Harry Ackerman, associate directors of radio, or be divided between the two.

Thomas F. Harrington, scheduled to return Oct. 2 to his post as vice-president and radio director of Y&R, from which he has been on sick leave, on Oct. 16 joins Ted Bates Inc., New York, as vice-president, a member of the plan board and head contact man on the Colgate-Palmolive-Peet account. Y&R had announced no replacement as BROADCASTING went to press.

During his 16 years association with Y&R, Mr. Robinson has advanced steadily in the field as radio executive. In 1939 he took over all program planning and talent buying, and in 1943 was named assistant director of radio and this year vice-president and associate director.



Mr. Smith



Mr. Kenway

FOOTBALL ANNOUNCERS for the 1944 fall network of the Atlantic Refining Co. met in Philadelphia at the offices of N. W. Ayer & Son to discuss plans for the season. They are (bottom row, l to r): Byrum Saam, WCAU WIBG Philadelphia; Bill Slater, freelance; Franny Murray, WIBG; Jack Case, WWNY Watertown, N. Y. Second row: Joe Tucker, WWSW KDKA Pittsburgh; Reggie Martin, WFTL Miami; Ken Bechthold, WARM Scranton; Bailey Goss, WBAL Baltimore; Claude Haring, freelance; Paul Hallam, football official; John Von Bergen, WARM; Bud Berndt, WRAK Williamsport, Pa. Third row: Jones Evans, WBAX Wilkes-Barre; George Hamrick, WRNL Richmond; Tom McMahon, WSYR Syracuse; Lee Kirby, WBT Charlotte, N. C.; Z. V. Gwynn, WDNC Durham, N. C.; Vic Diehm, WAZL Hazelton, Pa.; Tom Manning, Les Quailey, N. W. Ayer & Son. Fourth row: Ernest Lukens, WKOK Sunbury, Pa.; Marty Rogers, WEEU Reading, Pa.; Charles Gault, football official; Ralph Wallace, WSYR; Ken Kreider, WGAL Lancaster, Pa.; Woody Wolf, KDKA.

AFRA to Demand 10% Boost For All Commercial Groups

MAJOR demands of American Federation of Radio Artists for new contracts to succeed those expiring October 31 include: Increases in all commercial categories amounting roughly to 10% overall; no change in sustaining program fees, but sustaining rehearsal rates to be increased on the commercial scale; elimination of differential between New York, Chicago, Hollywood and regional network scales, establishing a single scale for all network programs; revision of the off-the-line recording clause to provide for payment to artists for delayed repeats.

Union's terms were presented to networks, advertising agencies, program producers and transcription companies by Emily Holt, executive secretary of AFRA, at a meeting at the Hotel Biltmore, New York, last Wednesday morning, with negotiations for the new network commercial contract beginning that afternoon and those for the new network sustaining contract the following morning.

Plan is to continue meetings on this schedule, Monday through Friday, until agreements are reached. Union estimates that negotiations on the sustaining contract will wind up the end of this week, following which morning sesisons can deal with network staff contracts. When commercial code is set, which AFRA guesses as Oct. 23 at the latest, union will meet afternoons with transcription companies. These negotiations should be brief, Mrs. Holt said, since a new transcription contract was signed last year and few changes are required.

Atlantic Criticized In Football Policy

Changes Schedule to Include Navy Game for Cleveland

WTAM Cleveland will carry play-by-play broadcast of the Navy-Notre Dame game at Baltimore Nov. 4 under sponsorship of Atlantic Refining Co. Decision to substitute the game for the Ohio State-Indiana contest originally scheduled was reached by N. W. Ayer & Son, Atlantic agency, following protests by John F. Patt, vice-president and general manager of WGAR Cleveland, against Atlantic's refusal to grant WGAR right to carry the game on a sustaining basis with public service messages substituted for commercial copy.

Mr. Patt, through Louis G. Caldwell, WGAR attorney, had protested to Navy, Pitt and Dartmouth athletic directors over Atlantic's refusal to grant rights to WGAR for their games with Notre Dame. WGAR took the position that Cleveland and Northern Ohio listeners, ardent Notre Dame fans, were being prevented from hearing three Notre Dame games because Atlantic, holding exclusive rights to the games along with other games in its marketing area, was not using them on its WTAM schedule. Atlantic's Cleveland schedule is being carried on WTAM.

Atlantic Policy

Speaking for Atlantic, Wallace Orr, handling Atlantic sportcasts for N. W. Ayer, stated that a policy covering such situations was set up seven years ago. Atlantic is glad to give rights to its games outside its marketing area, he said, and will pay wire charges. Stations in turn are asked to carry the Atlantic commercials. But he added that Atlantic does not wish to compete against itself by granting another station rights to carry a game for which it has paid franchise rights.

WGAR has cleared rights to seven of the 10 games on the Notre Dame schedule, according to Mr. Patt. He added that the station had decided to carry the full Notre Dame schedule at its own expense if necessary. While upholding the principle of exclusive rights to such events, he argued that public interest is adversely affected where broadcasting privileges are obtained but are not used. This position was stressed in the letters sent athletic directors. The idea of carrying the games sustaining with Atlantic commercials was described as contrary to advertising ethics.

Blue Honors LaRoche

TO HONOR Chester J. LaRoche, named vice-chairman of the board of the Blue Network as part of a major reorganization announced last week [BROADCASTING, Sept. 25], and of Robert Kintner, recently named vice-president in charge of public relations, the Blue Network will hold a reception Oct. 2 at the Waldorf-Astoria Hotel, New York.

Hearing Points to First Petrillo Setback

Decision to Rest Solely on Job Description

By JACK LEVY

PROSPECTS that James C. Petrillo, president of the American Federation of Musicians, will lose his first major battle with radio appeared certain last week when AFM counsel failed to provide acceptable justification for the employment of musicians as platter turners at the long awaited jurisdictional hearings in New York before the National Labor Relations Board.

With witnesses for the National Assn. of Broadcast Engineers & Technicians offering strong evidence that operation of turntables at radio studios properly falls into the coordinated technical functions of engineers, and counsel for the AFM frankly conceding that their claims are based on efforts to 'make work' for musicians, there was every indication the Board will support the NABET position and will award jurisdiction over turntables at NBC and Blue-owned stations in Chicago to the technicians' union. Such a decision would smash Mr. Petrillo's far-reaching plans to install musicians in every station in the country to operate turntables exclusively and not play music.

NABET Support

More than an inkling as to how the decision will go was given at the hearings when James O. Paradise, NLRB trial examiner, told Joseph A. Padway, AFM counsel, that the Board would decide the case on the sole basis of where the operation of turntables properly belongs, rather than whether making jobs available for musicians would affect the jobs of technicians.

Following two days of hearings, much of which was devoted to technical operations involving the integration of sound into the production of programs, the various parties to the case—NABET, AFM and the NBC and Blue networks—were given a week to file briefs. Records of the hearings and briefs will then be studied by the full NLRB in Washington which will then offer opportunities for oral argument. The decision of the Board is expected in four to six weeks.

An adverse decision was indicated at the very outset of the Friday hearing when Mr. Padway offered to drop the case, reserving the right to renew his claims for jurisdiction at some future period. NABET, however, refused the offer and the proceedings were continued.

With Mr. Paradise as the trial examiner, presiding for the NLRB, the hearings formally began Thursday morning in the trial room of the Bar Bldg. with Allan T. Powley, NABET president taking the stand for the technicians.

Present for NABET, in addition to Mr. Powley, were Martin F. O'Donoghue and Thomas Dunn, counsel; C. A. Allen, national secretary and treasurer; George Riley, vice-president; Burr Whyland, studio engineer of WLS Chicago; and Beverly Fredendall, chairman of the Chicago chapter of NABET and a designer of technical equipment.

Petrillo Absent

Present for the AFM were Joseph A. Padway and Henry Friedman, counsel; Harry Sacker, counsel for Local 802 New York; and David Katz, counsel for Local 10, Chicago.

Again conspicuous by his absence was James C. Petrillo, AFM president, who precipitated the controversy.

Representing the networks were Joseph F. McDonald, NBC counsel, George McElrath, NBC operating engineer, Walter L. Emerson, Blue counsel; and G. O. Milne, Blue chief engineer.

At the outset of the hearing, Mr. Padway challenged the contention of NABET counsel that NABET is a union within the meaning of the National Labor Relations Act, but later conceded that for the purpose of this proceeding it is such a labor organization. He reserved the right to challenge this contention in other proceedings. Mr. McDonald stated the position of the NBC network as recognizing both unions as labor organizations within the meaning of the act.

Mr. Powley, who is employed as a control supervisor with WRC Washington, NBC-owned outlet, testified that NABET was formed in March 21, 1941 and was formerly known as the Assn. of Technical Engineers and was limited to employes of NBC. He said ATE was changed to NABET to bring other groups into the organization. In addition to NBC and Blue-owned stations, he listed the following independent stations as under the jurisdiction of NABET: WPTF Raleigh, WLS Chicago, WOW Omaha, WOR New York, WWJ Detroit.

Powley Testifies

Mr. Powley described the control booth operations at WRC as typical of most NBC and Blue-owned stations. He said that the operation of the turntables at these stations is integrated with the work of the studio engineers and is designed as an integral part of the engineering operation. Control of sound, whether it be music, voice or sound effects, is under the direction of the studio engineer, he testified, whose function is to maintain volume at the proper level. When a record is played, it is his duty to keep the record at the same level as the announcer's voice. He explained that the sound leaving the mixing panel goes into a studio amplifier, the output of which goes into the master control board where the program is switched to a designated point in the network, the local station or a specified "feed".

He testified that with the exception of Chicago, turntables at all NBC and Blue-owned stations are operated by the technicians. The operation is also done by field engineers and transmitter engineers, he said.

Mr. Powley added that engineers at all NBC and Blue-owned stations also operate recording machines for making master records of broadcasts and operate dubbing machines for making duplicates of the master record.

Upon questioning by AFM counsel, Mr. Powley explained that at most stations sound effects men participate in the programs and are members of AFRA but that at WOR WRC and WMAL, NABET technicians operate the sound effects equipment.

O'Donoghue Objects

When Mr. Padway questioned Mr. Powley regarding the schedules of work for the various engineers, Mr. O'Donoghue registered vigorous objections. Overruled by Mr. Paradise, Mr. Powley answered that the operation of the turntables is part of the work of the engineers and is included in their day-to-day operations.

When Mr. Padway asked whether the engineers could not be exclusively assigned to maintenance work, on the various technical equipment used in broadcasting, Mr. O'Donoghue again objected, claiming the question was immaterial and irrelevant. Mr. Padway countered that it was the dispute important question in the dispute. After some consideration Mr. Paradise allowed the question.

Mr. Powley replied that even in maintenance work the engineers maintained the turntables, but stated that in order to permit musicians to operate turntables it would be necessary to remove the turntables from the control booths as is done in Chicago.

Further questions along this line by Mr. Padway were objected to by Mr. O'Donoghue as hypothetical. The NABET counsel charged the AFM attorney with "effrontery" in asking questions as to how turntable operations might be handled in order to make work for musicians. The issue, he contended, is not how the operation could be done, but how it is being done. Mr. O'Donoghue's objections were sustained.

At the afternoon session on Thursday, Mr. Fredendall testified he has designed, constructed and installed turntables in all NBC

(*Continued on page 63*)

'Oscar' for Radio-Television Is Proposed by Industry Heads

By DAVID GLICKMAN

MOVEMENT, fostered by top members of the broadcasting industry, to set up in the radio-television field a non-commercial organization comparable to the Academy of Motion Picture Arts & Sciences, has been started in New York and Hollywood.

Proposal set forth by group, including writers, producers and executives, calls for a democratic structure and broad membership which would include creative and technical workers as well as management. Group revealed that a system of official Awards of Merit for the broadcasting industry, comparable to the "Oscar" awarded annually in the motion picture industry by Academy of Motion Picture Arts & Science would be used.

Non-Commercial

It was pointed out that proposed new organization would not infringe upon the province of existing industry organizations. It would be non-commercial, non-political and non-economic in scope. While it is expected that the networks will be called upon to pay a portion of costs for such an organization, plan under discussion contemplates a membership structure by which an individual member, such as writer, actor, announcer, producer, musician or technician will have vote equal to that of a network or station manager. To add impetus to the movement, present New York and Hollywood planning committee will be enlarged to a permanent ways-and-means committee, and include representatives from Chicago, San Francisco and other major broadcasting centers.

Although E. T. Buck Harris, Los Angeles manager of Lee & Losh, West Coast public relations firm, refused to comment when contacted by BROADCASTING, he admitted his firm has been engaged to assist in collecting and analyzing data pertinent to creation of the radio-television awards plan and formation of an organization similar to the AMPAS. Mr. Harris was one time manager of shortwave station KGEI San Francisco, and prior to that with General Electric Co. in public relations work.

House Group Probes News Broadcasts

'Political Bias' Charged; Major Net Heads Subpenaed

INVESTIGATION into allegations that certain network and independent station commentators are conducting "biased political campaigns" in violation of the Communications Act has been under way by the House Select Committee to Investigate the FCC, it was revealed with disclosure that subpenas were served Friday on the heads of the four major networks, a regional network and several independent stations by Robert B. Barker, Committee chief investigator.

Returnable at 10 a.m. Oct. 9, the subpenas call for all scripts of commentators, together with those of guest speakers on certain specified programs, broadcast between June 1-Sept. 29. They were issued for Niles Trammell, NBC president; Mark Woods, Blue president; Miller McClintock, Mutual president; Paul W. Kesten, CBS executive vice-president; John Shepard 3d, Yankee board chairman; Herbert L. Pettey, general manager, WHN New York; Nathan Straus, president, WMCA New York.

WMCA Case Reopened

A special hearing is expected to be called for mid-October to air the charges, should the Committee's investigators determine there is foundation for them. At the same time it was learned that the Committee plans to reopen hearings in the sale of WMCA in 1940 by Donald Flamm to Edward J. Noble, now Blue Network board chairman. John J. Sirica, Committee general counsel, and Mr. Barker, spent most of last week in New York.

Action on the commentators came as a surprise since Chairman Clarence F. Lea (D-Cal.) announced when hearings recessed in mid-September that the Committee would not meet again until after Nov. 14.

In a statement issued for release today (Oct. 2), Rep. Richard B. Wigglesworth (R-Mass.) said complaints had reached the Committee that certain commentators were carrying on "political campaigns in behalf of perpetuation of the New Deal in power". His statement was issued from his home in Milton, Mass.

"We are not concerned whether the bias is Democratic or Republican," said the statement. "We are concerned with the use of public frequencies. A radio station cannot serve the public by consistently putting on the air a speaker or commentator in behalf of only one candidate or party."

Indication that the Committee was concerned with the manner in which some stations and commentators are broadcasting political news and what the FCC is doing to enforce the law with respect to political broadcasts came Sept. 13 when Reps. Wigglesworth, Louis E. Miller (R-Mo.) and Warren G. Magnuson (D-Wash.) questioned FCC Chairman James Lawrence Fly regarding Commission regulations governing political broadcasts [BROADCASTING, Sept. 18].

"Mr. Fly told us the Commission had made no regulations, except those based on the law," said Rep. Wigglesworth. "He left the impression that any responsibility was solely that of the licensee and not the Commission. That is contrary to the opinion expressed by Mr. Fly before the Executives War Conference of the NAB on Tuesday, Aug. 29, in Chicago."

Believe Violations Present

Rep. Wigglesworth's statement pointed out that Chairman Fly cautioned broadcasters not only about Sec. 315, which refers to "legally qualified" candidates for public office, but also warned about broadcasting "programs on behalf of candidates by responsible organizations other than official campaign committees" and asserted that with reference to the "treatment of issues involved in the campaign" it is the "affirmative duty" of broadcasters to "practice rigorous fairness with respect to organizations and issues as with respect to candidates themselves."

"We want to know whether the FCC is carrying out provisions of the law and whether the Commission is seeing to it that all political candidates are given equal time under the law," said Rep. Wigglesworth's statement. "It seems to me the FCC should see that the law is carried out.

"We believe that certain so-called news commentaries not only breach the principles of good broadcasting and free speech, but violate the Corrupt Pratices Act and the Hatch Act. If there are such violations—and we intend to make a thorough investigation—then the FCC does have authority to act.

"Should the Committee determine there have been violations of the law and the Commission has done nothing, then it is up to this Committee to initiate the necessary steps to remedy that situation."

It was learned that a staff of experts will read all news scripts submitted by the networks and report to the Committee as to whether there was apparent "bias" in favor of one party or the other. Rep. Wigglesworth said that if the investigation indicates there has been "evidence of bias," he would call for a special Committee hearing about mid-October to air the charges.

Chairman Fly told the Committee Sept. 13 that whether a station gives or sells time to one political party and not another "wouldn't be a matter for the Commission except when over a long-range operation, it raised the question of denial of free speech, then it might be a subject for review by the Commission when the license comes up for renewal."

Rep. Wigglesworth contended that if charges made to the Committee are true, then several stations are subject to official scrutiny by the FCC on long-range operation. Chairman Fly insisted the FCC would have no right to "tell the station" to put on or take off anybody, "unless we are talking about two candidates, and there the law applies automatically", Rep. Wigglesworth said, quoting the public hearing record.

NAB DISCS RECORD LIBERTY BELL

Member Stations Asked to Broadcast Peals In Special V-E Day Programs

THE LIBERTY Bell will ring again for the entire nation and the world on V-E Day in Europe.

The NAB, pursuant to instructions from its board, has made pressings of a recording of the Bell, which are on their way to all member stations. The recording was made after many tests and a rubber mallet was used to guard against damage, with the volume built up by amplification. The result is said to be the best possible reproduction of the Bell which intoned the Declaration of Independence.

The NAB, in a letter to member stations, urged the observance of "dignity and solemnity" in use of the recording when victory is achieved in Europe. The original suggestion came from K. B. Warner, managing secretary of the American Radio Relay League, in a letter to BROADCASTING, which was endorsed editorially in the July 17, 1944, issue.

One of the five cuts on the record is preceded by this copy, to be delivered by the announcer:

"Independence Hall, in the City of Philadelphia, holds America's most treasured possession — our greatest symbol of freedom—Liberty Bell. No longer in common use, as when it summoned our forefathers to meeting and rang out the glorious news of independence, Liberty Bell is now revered as a shrine. Its historic tones do not pass beyond the walls of Independence Hall.

"The miracle of radio, however, has expanded these walls as if by magic to include the whole world. Recorded for posterity and broadcast for lovers of freedom everywhere, radio now brings us the most inspiring sound in the history of our nation—as Liberty Bell again fulfills its original inscription—*'Proclaim Liberty Throughout All the Land Unto All the Inhabitants Thereof!'*"

Papers Protest Winchell Threat

Commentator Tells Listeners Of Censorship of Pearson

WALTER WINCHELL ad libbed an "SOS" into his Sept. 24 broadcast asking the *New York Post* and *PM* to call him at WJZ, Blue Network key in New York, immediately following his program (*Jergens Journal*, sponsored by Andrew Jergens Co. on the Blue each Sunday, 9-9:15 p.m.).

Plugs Pearson

When the papers called, they reported Monday, they learned that Winchell was having a recurrence of "censorship" trouble, his first since March 26, when his sponsor turned over 15 minutes of the *Basin Street* program following Winchell on the Blue to Rep. Martin Dies (D-Tex.) to answer Winchell's attacks [BROADCASTING, March 20, 27, April 3]. Winchell said that James Andrews, radio director of Lennen & Mitchell, Jergens agency, had cut out a portion of Winchell's script dealing with Hal Stiles, former radio and newspaper reporter who defeated Rep. Costello (D-Cal.), a member of the Dies committee, for renomination.

During his broadcast, Winchell told his listeners to read Drew Pearson's column on Tuesday, promising that it would "startle and rock the nation" and urging them to "be sure to demand your two cents back" if the story, an expose of John F. Dulles, foreign affairs advisor to Thomas E. Dewey, Republican Presidential nominee, was not printed. *New York Mirror* and *Washington Post* omitted the story. The *Mirror* substituted other Pearson material.

'Post' Statement

The *Post* on Wednesday ran a front page statement reporting that "a number of readers did call and protest." Pointing out that Pearson is not an editor nor staff member of the *Post* and that Winchell "has not the slightest influence with the *Post*", the statement concluded: "The editors of the *Post* are solely responsible for this newspaper and no outsider is going to dictate its policy."

More Mueller Newscasts

C. F. MUELLER Co., Jersey City, is so pleased with results obtained through sponsorship of news programs on 13 stations, that more newscasts are being sought in all Mueller markets, according to a spokesman of Duane Jones Co., New York, agency handling the account. Company will use newspaper advertising in Mueller macaroni markets only until local radio news shows become available in these areas it was stated. Continuing and renewing its current schedule, Mueller on Oct. 2 starts ten-minute and quarter-hour newscasts three and five times weekly on WGR Buffalo and WBAL Baltimore.

Buoys get out of line, too

Yes, those channel markers have to be checked time and time again.

There's a tip for radio time buyers, in that Coast Guard service. When did you last check the facts that directed your time buying in Baltimore?

The channel has shifted down here. To find out how to get the most results for the dollar you spend for the client... you need some new markers.

They are available. Down in black and white. We'll be glad to show them to you—any time.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Democrats Sign for 5-Minute Talks

Advertisers Relinquish Last Portion of Programs

SENATOR Truman of Missouri, Democratic candidate for Vice-President, broadcasts tonight (Oct. 2) on the Blue 9:55-10 p.m., spot usually occupied by *Coronet* magazine, to open his party's series of five-minute evening network spots which will be continued up to election eve. Developed by J. Leonard Reinsch, radio director of the Democratic National Committee, and the Biow Co., agency for the Party, the plan is based on the premise that listeners, broadcasters and advertisers would rather take five minutes of campaigning at the end of a program than to have the whole half-hour period usurped by politics.

Advertisers Wary

Fears of advertisers that giving the final five minutes of their broadcast time to any political party would fix them as supporters of that party and its candidates in the minds of the listeners, threatened for a time to block fulfillment of the plan. Some advertisers approached rejected the idea completely; others refused unless the Republicans took similar periods.

Failure of NBC advertisers first approached to cooperate, led to charges that this network had sought to kill the plan as a result of pressure from the Republican Party, charges which NBC emphatically denied, pointing out that when other sponsors were asked, they gave up the time. Network-client contracts, NBC explained, permit the network to reclaim an entire program period for a campaign speech, but not a portion of it, so that NBC could only transmit the Democratic requests for time to the individual advertisers, but could exert no pressure to get them to comply.

Two special writers and a production man have been assigned to the five-minute series, Mr. Reinsch said, and top party spokesmen will be heard, including Quentin Reynolds, Robert E. Hannegan, Chairman, Democratic Committee, and others of that calibre. Broadcasts will be publicized in the newspaper feature, "Battle Page", syndicated by *New York Daily News*, he said.

In addition to tonight's spot, those already set include:

Oct. 3, NBC, 8:25-8:30 p.m., from *Johnny Presents Ginny Simms* (Phillip Morris); Oct. 4, Blue, 9:25-9:30 p.m., from *Dunninger Program* (Kemtone); Oct. 7, CBS, 9:40-9:45 p.m., from *Your Hit Parade* (American Tobacco); Oct. 21, Nov. 4, Oct. 9 9:55-10 p.m., from *Information Please* (Heinz); Oct. 11, NBC, 10:55-11 p.m., from *College of Musical Knowledge* (American Tobacco); Oct. 20, CBS, 9:55-10 p.m., from *Brewster Boy* (Quaker Oats); also Oct. 20, 27.

On Oct. 5, the Democrats have taken the full CBS and MBS networks plus some additional stations for the 10-10:30 p.m. period, during which President Roosevelt, Mr. Hannegan and Mrs. Charles W. Tillett, vice-chairman of the Democratic National Committee, will speak to precinct meetings throughout the country. Following this part of the broadcast, Sen. Truman will speak on Mutual, while the CBS network will be split into state hookups, with speakers selected by the state committees of the party addressing party workers.

Republican National Committee has announced that Gov. Earl Warren of California will broadcast from Minneapolis on MBS tonight, 10:15-10:30 and that Gov. Thomas E. Dewey, will be heard Oct. 6 on NBC, 9-9:30 p.m. from Charleston, W. Va.

SPOTS FOR DEWEY

20 California Stations Join To 'Sell' Speech in L. A.

TO PRE-SELL the Dewey rally in Los Angeles on Sept. 22, 20 California stations participated in a spot schedule drive using voices of motion picture stars. According to Steve Schaffer, radio director for the Southern California Republican Committee, and account executive for Robinson, 94,000 people attended the speech at the Los Angeles Coliseum. Henry Turnbull, vice-president of Duane-Jones, is national radio director and travelling radio director with the Dewey party.

The program and the Dewey speech were carried by Don Lee and Blue. NBC carried the speech alone handled through Duane Jones Agency, N. Y. Elwood J. Robinson Agency, Los Angeles was agency handling Blue and Don Lee programs. The 20 stations used included: KMPC KMTR KRKD KGFJ KGER KFVD Los Angeles, KPAS KWKW Pasadena, KFOX KGER Long Beach, KVOE Santa Ana, KIEV Glendale, KFMB KSFD San Diego, KTMS Santa Barbara, KFXM San Bernardino, KXO El Centro, KPRO Riverside, KVEC San Luis Obispo.

TROOPS MAY NOT HEAR FDR TALK

Sept. 23 Speech to Teamsters Union Too Late for Overseas Shortwave Rebroadcasting

BECAUSE President Roosevelt's speech of Sept. 23 was delivered two days after the agreed deadline date for the next scheduled Democratic shortwave allocated broadcast to the troops overseas [BROADCASTING, Sept. 11], there is a strong possibility it may not be used as part of the Army's political air time. And according to Paul Porter, Democratic publicity head, "The troops would rather hear entertainment than the speeches of a politician, anyway."

Political transcriptions of talks domestically broadcast must reach Armed Forces Radio Service Office in New York six days before the date on which they are to be broadcast, to allow time for cable censoring, transportation to San Francisco, and any emergencies which may arise. The next rebroadcast period allotted to the Democratic party following the President's speech to the International Teamsters Union was Sept. 26. Consequently the deadline for that date was Sept. 20. A speech by Quentin Reynolds was broadcast to the troops on Sept. 26.

According to the staggered political rebroadcast schedule for use of Army overseas radio time agreed upon by five qualified political parties the first week in September, the next Democratic time comes Oct. 4. However, the World Series begins Oct. 4, and by request of the parties, all overseas political time has been cancelled for the duration of the games.

Although the Republicans were scheduled to go on the air last Wednesday, Sept. 20, the discs for rebroadcasting arrived too late and the Army was forced to cancel the time. Last week, on its Sept. 19 allocation, the Republican Party used excerpts from the Dewey Philadelphia speech.

The first political series, Sept. 18-22, and the second, Sept. 25-29 were accorded a half-hour. The other series, Oct. 16-20, Oct. 23-27 and Oct. 30-Nov. 3 are planned for 15 minutes. Each party has a different day of the five-day week on a staggered schedule, announced to the troops merely as a "political broadcast". On Saturdays and Sundays the time is used for football games, live and transcribed.

If news of interest to the men overseas is included in a political speech, the newsworthy parts are covered in routine fashion as quotes during the Army live broadcasts, shortwaved daily.

FDR Rated 35.2

BROADCAST of President Roosevelt on Sept. 23 rated 35.2 in the eastern and midwestern time zones, according to data collected by C. E. Hooper Inc., which is making special surveys on major political broadcasts of both parties for the Democratic National Committee, the committee reported last week. Best rating obtained by the Republican Presidential candidate, Gov. Thomas E. Dewey, in his broadcasts to date is 25.3, the report stated. President Roosevelt attracted 82.6% of the total radio audience while he was on the air, while Gov. Dewey had 65.3% as his top. Roosevelt audience mounted as he proceeded, report said, whereas Gov. Dewey generally lost listeners as his talks progressed.

New Campana Show

CAMPANA Sales Co., Chicago (Original Campana Balm, Campana Cream Balm) on Nov. 4 will begin sponsorship of *Campana's Grand Hotel*, new half-hour dramatic show, on the full NBC network. The 52-week contract was placed by Wallace-Ferry-Hanly Adv., Chicago.

Barrett Replaces Sherwood at OWI

Active Part in Campaign Given As Reason for Leaving

ROBERT E. SHERWOOD, director of the OWI's Overseas Branch, resigned last week to participate in the campaign for reelection of President Roosevelt. Edward W. Barrett, executive director of the Overseas Branch since last January, was appointed director in Mr. Sherwood's place and Thurman L. Barnard, assistant executive director, at present inspecting OWI work in the Mediterranean Theatre, has been named executive director of the Branch.

Outlines Service

In his letter of resignation to Elmer Davis, OWI director, Mr. Sherwood outlined the accomplishments of the Overseas Branch in "telling the story of America's war effort" via radio, radiophoto, press, and motion pictures, and said that he was leaving "only because I believe deeply that the reelection of President Roosevelt is the one sure guarantee that this country will play the same great part in the peace that it played in the war, that the clock will not be turned back to 1921 and 1929."

Mr. Barrett worked in the CBS publicity department after being graduated from Princeton in 1932,

Mr. Barrett

Mr. Barnard

later joining the staff of *Newsweek*, serving that magazine as Washington correspondent and finally as associate editor when he left in 1942. Mr. Barnard, 46, joined OWI in March, 1943 after 23 years with N. W. Ayer & Son. He is a native of Beaver Falls, Pa. and attended the Universities of Pittsburgh and Pennsylvania. He was formerly chief of the Outpost Service Bureau of the OWI.

Reichhold Sponsors

REICHHOLD Chemicals Inc., Detroit, manufacturers of synthetic resins and industrial chemicals, which will sponsor the Detroit Symphony Orchestra on 61 MBS stations Saturday, 8:30-9 p.m. beginning Oct. 21, will limit announcements for the first 13 weeks to a brief credit stating that "The Detroit Symphony Orchestra is presented through the courtesy of Reichhold Chemicals Inc., Detroit." Institutional copy may be used later. Henry H. Reichhold, chairman of the board, is also president of the symphony orchestra. Agency for the series of orchestra concerts is Grant Adv., New York.

WFIL

...means progress!

WFIL has maintained a consistent policy of producing local programs fitted to meet the exacting demands of discerning Philadelphians. WFIL is privileged to broadcast, among other fine programs, "Cross Town Quiz," "This Week in Philadelphia," "Junior Music Hall," "Sweet Land of Liberty."

Because they are constantly aware of the need for the development of new radio programs, the WFIL Program Department is alert to new trends in listening preferences. Almost daily experimentation with new program ideas has kept WFIL free from hardening of the kilocycle arteries . . . has tended to make it "Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK AFFILIATE

WFIL

★ 560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

DETROIT PUBLIC LIBRARY

Elmer Davis Sees Shortwave Serving in Peace as in War

OWI Chief Dedicates New Crosley Transmitters; Rockefeller, Durr, Sherwood Take Part

AMERICA'S great shortwave facilities, recently supplemented by the new Bethany Transmitters near Cincinnati, will be ready to serve the nation in time of peace as it has served in war, Elmer Davis, OWI director, said in an NBC broadcast Saturday, Sept. 23, in dedicating the Crosley stations as "the newest and most powerful channels in the Voice of America."

In ceremonies at the Willard Hotel, Washington, attended by approximately 150 radio executives in Government and private industry, Mr. Davis was one of four officials who spoke from Washington in a half-hour program originating from WLW Cincinnati on the occasion of the dedication. Others were Nelson Rockefeller, Coordinator of Inter-American Affairs; Robert E. Sherwood, who resigned last week as Director of OWI Overseas Operations; and Clifford J. Durr, FCC Commissioner.

Future Undetermined

While declaring that the OWI will go out of existence when Germany and Japan have been defeated, Mr. Davis was unable to say what use would be made after the war of the powerful transmitters owned or at the disposal of OWI and CIAA. "Precisely what the future of international broadcasting, as conducted from the United States, may be," he asserted, "it is still too early to say; many men in the Government and in private industry are giving thought to it, but no final determination has yet been made."

Mr. Sherwood, praising the role played by the Allied radio and particularly the voice of ABSIE (American Broadcasting Station in Europe) in the invasion operations, said he was "more than ever convinced that international broadcasting will be a vital factor in keeping the peace." (Remarks of Mr. Rockefeller and Mr. Durr were summarized in an advance story on the dedication in the Sept. 25 issue of BROADCASTING).

Shouse Host

Host at the dedication ceremonies in Washington was James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Among those attending were:

From OWI—Mr. Davis; Mr. Sherwood; Edward W. Barrett, newly appointed Director of Overseas Branch; Thurman L. Barnard, newly appointed Executive Director, Overseas Branch; Ferdinand Kuhn, Deputy Director, United Nations Information; Rear Adm. Richard P. McCullough, Security Officer; Lt. Col. Eugene M. Winters, Executive Officer, Security Advisory Board; George W. Healey Jr., retiring Domestic Director; Neil Dalton, newly appointed Domestic Director; George P. Ludlam, Chief, Domestic Radio Bureau; Dowsley Clark, Chief, News Bureau; James Weldon, Chief, Bureau of Communications Facilities; Fred H. Trimmer, Assistant to the Chief of Communications Facilities; Fred T. Teal, Administrative Officer, Bureau of Communications Facilities; Charles L. Jeffers, Principal Radio Engineer, Bureau of Communications Facilities; William C. Bourne, Assistant to Executive Director; Herbert Plummer, Editor, General News Desk, News Bureau; John F. Depenbrock, Assistant to the Security Officer.

From FCC Commissioner Durr; M. H. Woodward, Chief, International Division, Engineering Dept.; John A. Willoughby, Acting Assistant Chief Engineer in Charge of Broadcasting; Earl A. Minderman, Director of Information;; Minnie Sparks, Secretary to Commissioner Norman S. Case; Ethel Cox Marden, secretary to Commissioner Durr.

From War Production Board Ray C. Ellis, retired Director, Radio & Radar Divisions; John Creutz, Chief, Domestic & Foreign Branch, Radio & Radar Division.

From War Dept.—Lt. Col. Jack Harris, Acting Chief, Radio Branch, Bureau of Public Relations, War Dept.; Maj. Lester Lindow, Executive Officer, and Maj. A. W. Wharfield, Overseas Liaison Officer, Radio Branch, War Dept., BPR; Brig. Gen. A. D. Sykes, Chief Signal Officer for the British in the North American Continent.

From CIAA—Mr. Rockefeller; John W. G. Ogilvie, Director, Radio Division.

From Navy Dept.—Lt. Comdr. Duke M. Patrick, USNR; Lt. M. F. (Chick) Allison, USNR, former promotion manager, WLW; Lt. Dwight Martin.

From State Dept.—Francis Colt de Wolf, chief, Telecommunications Division.

From WLW—R. C. Cosgrove, vice-president and general manager, Crosley Corp.; Elmer Boos, business manager; Warren Jennings, manager, New York sales office; Eldon Park, assistant manager; David Conlon, engineer; Marshall Terry, public relations director; William J. Dempsey and William Koplovitz, Washington counsel; Fred Ball, Ted Pierson and Sam Slaughter, Washington counsel for Crosley Corp.

Others—Earl Gammons, Washington director, CBS; Jack Edmunds, program director, WMAL Washington; Fred Shawn, assistant manager, WRC Washington; G. Bennett Larson, general manager, WWDC Washington; George Johnson, technical director, KOB Albuquerque, N. M.; Elton J. Layton, clerk, House Interstate & Foreign Commerce Committee; Murray Brophy, former Chief of Communications Facilities, OWI; Mrs. Elaine Ewing, J. Walter Thompson Co.

EIGHT-IN-ONE Co., Chicago, (cold tablets), began sponsorship Oct. 1, of a quarter-hour news show, twice weekly on WBBM Chicago. Twenty-week contract was placed by H. W. Kastor & Sons, Chicago.

COMMITTEE FOR NATIONAL Human Relations, Chicago, is sponsoring five-minute transcribed shows on 76 stations. Starting Sept. 22 and Sept. 29, two to six-week contracts were placed by J. R. Hamilton Adv., Chicago.

SELLING SURRENDER
Lt. Col. Rosenbaum Tells How Radio Men Serve

EVER wonder what happens to radio men not assigned to radio *per se* in the Army? One good answer comes from Lt. Col. Samuel R. Rosenbaum, president of WFIL Philadelphia, now with Allied Military Government (AMG) in the European Theatre.

"Many of the radio men are in loud speaker units," he reports. "They get up near the German lines and give the Jerries a sales talk on the PA system, and soon here come Hans and Fritz and 50 comrades to sample the chewing gum and cigarettes. It is not so very different from radio at home, but the advertiser gets quicker results."

New York City Groups Organize Radio Council

FORMATION of a New York Radio Council composed of representatives of stations, public service groups and educational systems to bring radio and the listening public into closer contact was announced last week by Mrs. Harold V. Milligan, chairman pro-tem, and president of the National Council of Women, following the first meeting of the organization on Tuesday.

Basic objectives of the Council were agreed upon by representatives of WJZ WEAF WABC WOR WQXR WMCA WNYC WHN WLIB WINS WHOM, and of 17 groups as follows: Assn. of University Women, National Council of Women, National Council YMCA, National Girl Scouts, N. Y. Federation of Women's Clubs, National Boy Scouts, New York State DAR, Camp Fire Girls, National YWCA, Radio Directors Guild, J. Walter Thompson Co., Women's Action Committee, N. Y. Federation of Churches, Yonkers Teachers Radio Committee, N. Y. Public Library, N. Y. School Teachers, N. Y. Federation of Music Clubs.

FORMALLY DEDICATING to the Voice of America the powerful Bethany Transmitters of the Crosley Corp., Cincinnati, built for the OWI and CIAA was this quartet of Government executives with host James D. Shouse (l), Crosley vice-president in charge of broadcasting. Speaking over NBC Sept. 23 from Washington were (seated l to r): Commissioner Clifford J. Durr of the FCC; Robert Sherwood, former Director, Overseas Branch, OWI; (standing l to r): Director Elmer Davis, OWI; Director Nelson Rockefeller, CIAA, who commended the Crosley stations.

WARNING BY CBS OF PEACE RUMORS

CBS stations are urged to be on the lookout for premature announcements of the end of the war against Germany, or Japan, in a memo from Paul White, director of news broadcasts, distributed to the network's affiliates by Herbert Akerberg, vice-president in charge of station relations.

"Production deficits created by such celebrations could never be overcome and the only payment that could ever be made for these deficits would be in terms of the lives of American fighting men," the memo states.

Reporting that CBS has plans for "special band programs, documentaries, talks, nationwide pick-ups, prayer services and other features that would at once solemnize the day and yet describe any celebration that might be touched off," for V-E Day, "if there ever is such a day," Mr. White warns that German surrender may come "only in small doses" and that the announcement that all organized resistance has ceased "might be so anti-climactic as scarcely to cause a ripple in this country, which by that time may well be concentrating on the war in the Pacific."

Govt. Messages Continue After Victory in Europe

ADVERTISERS and advertising media cannot drop their support of Government war campaigns and revert to direct product advertising on V-E Day, the War Advertising Council pointed out, reporting on a survey of home front information problems in cooperation with the OWI. Study, based on data furnished by Government agencies, showed that of the 32 major information campaigns now running, 17 will probably need to continue at least six months after V-E Day. Nine are expected to decrease in importance in the period right after the Nazi collapse, and six will terminate coincidentally with the end of the European war.

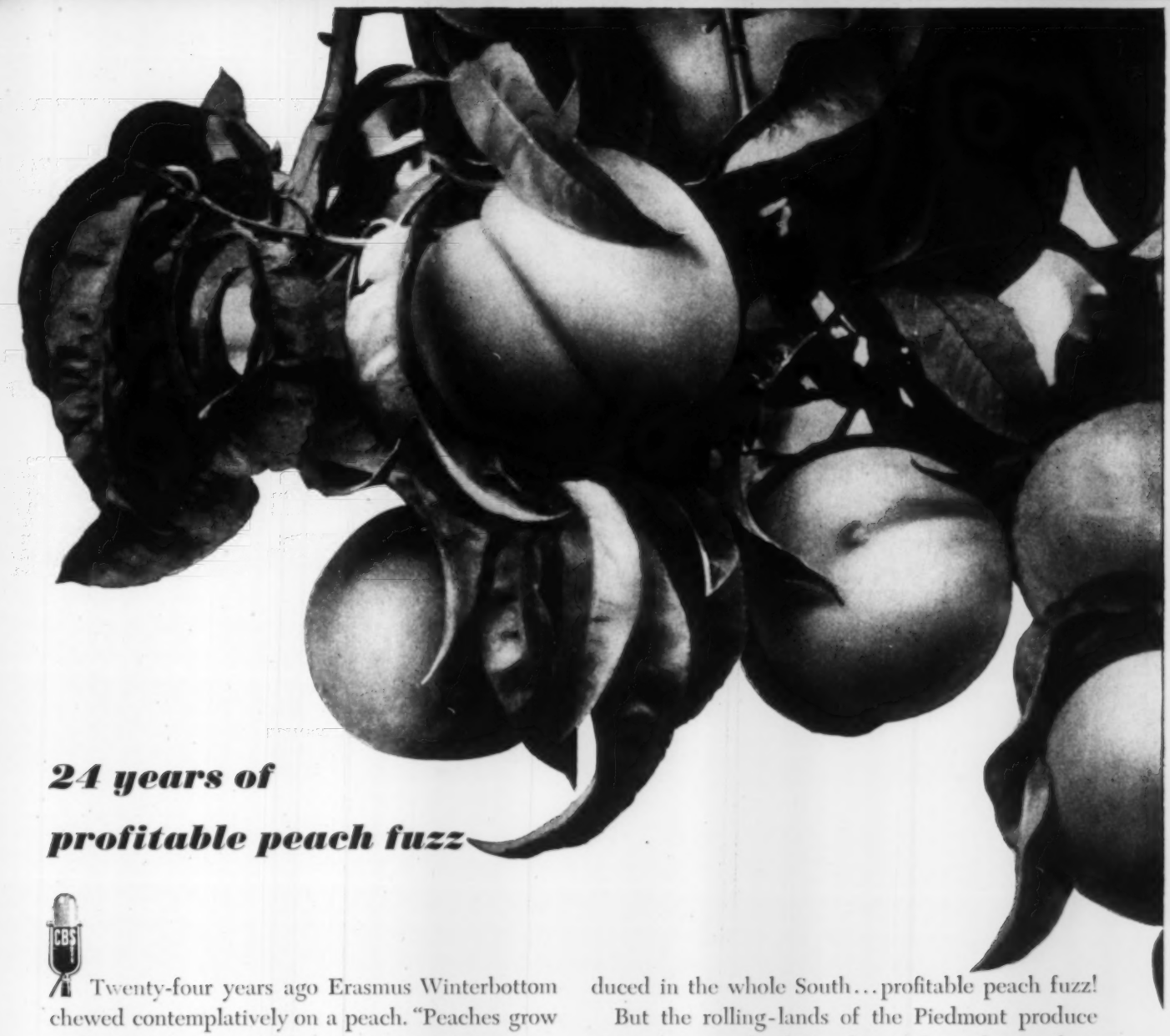
Assurance has been given that "no information programs sponsored by OWI will be continued a day beyond actual and urgent need." Campaigns most likely to need continuing support, often with increased intensity, following V-E Day, are: Accident prevention and safety, American Red Cross, cadet nurses, economic stabilization, food price ceilings, forest fire prevention, gasoline black markets, merchant marine recruiting, National War Fund, nutrition, paper salvage, planned spending and saving, security of war information, venereal diseases, V-Mail, War Bonds and WAC recruiting.

Bank Sponsors Games

AMERICAN TRUST CO., South Bend, for the sixth consecutive year, will sponsor the schedule of Notre Dame football games at home and abroad over WSBT South Bend. The only games not sponsored by the bank will be the Army-Notre Dame contest, which will be carried unsponsored by WSBT through CBS.

Anti-Saloon Show

ANTI-SALOON LEAGUE, Chicago, has started sponsorship of quarter-hour transcribed show six times weekly, on WHAS Louisville, Sept. 4. Show was to start on WROK Rockford, Oct. 2; WDZ Tuscola, Ill. Oct. 30. Eight-month contracts were placed direct.



24 years of profitable peach fuzz

Twenty-four years ago Erasmus Winterbottom chewed contemplatively on a peach. "Peaches grow in Georgia, Oregon, California...why not in Spartanburg?" And Mr. Winterbottom planted the first peach orchard in the Carolina rolling-lands of the Piedmont.

Today that original orchard continues productive ...but not alone. There are 3,000,000 peach trees in Spartanburg County...with an annual yield of over 2 million bushels—10% of all the peaches produced in the whole South...profitable peach fuzz!

But the rolling-lands of the Piedmont produce more than peaches! Textiles, timber, plastics, fruit and cotton give an almost-Midas touch to this 16-county WSPA Primary Area.

Small wonder high authorities call the Piedmont "one of the *best-balanced* sections in the entire country!"

WSPA swings the *balance* your way.

WSPA

SPARTANBURG, SOUTH CAROLINA

5000 watts day, 1000 watts night, 950 kilocycles

Home of Camp Croft *Represented by Hollingberry*

Capital Equipment Up to $500 Available Under WPB Action

Wartime Restrictions Eased Under New Ruling; Point-to-Point Firms Also Are Given Relief

BROADCASTERS now can purchase new capital equipment in an amount not exceeding $500 for any one complete transaction under a maintenance, repair and operating rating (the familiar MRO rating) under WPB action last week revoking Preference Rating Order P-133.

Under PRO P-133, which had been issued last November, a station was forbidden to use the MRO rating for new capital equipment, for the interpretation to P-133 specifically pointed out that the MRO rating (for "maintenance, replacement and operating" supplies) could not be used for such capital additions as amplifiers, turntables, and microphones. These materials are now put under CMP (Controlled Materials Plan) Regulation 5, which specifically gives station owners their authority to use the MRO ratings for new apparatus.

The paragraph in CMP Reg. 5 which defines a "capital addition" follows:

(3) Minor capital additions may be obtained under the procedures provided for in this regulation for obtaining maintenance, repair and operating supplies where the cost of the minor capital addition does not exceed $500 (excluding the purchaser's cost of labor) for any one complete capital addition. The term "one complete capital addition" includes a group of items customarily purchased together and all items which would normally be purchased as part of a single project or plan. No capital addition shall be subdivided for the purpose of coming within this paragraph, and where the capital addition involves construction, authorization to construct must be obtained to the extent required by Conservation Order L-41 or by any other applicable order or regulation of the War Production Board.

Another provision of P-133 which has been revoked is that limiting stations to one new and one rebuilt spare tube per socket, whereas the new regulation (CMP Reg. 5) does not place any specific limit on the number of such spare tubes which may be kept on hand. Furthermore, broadcasters will be given an AA-1 priority, in order to make the purchase, instead of the former AA-5, the WPB said.

Heretofore, under P-133 no limit was placed on the amount of money which was expended for MRO purposes provided purchases were in strict accordance with the limits of the order. Hereafter, the total amount which may be spent for maintenance, repair and operating supplies under CMP Reg. 5 in any calendar quarter may not exceed one-fourth of the expenditures in the whole year 1942, except that if present expenditures do not exceed $5,000 per year, the purchases do not have to be based on 1942 purchases. If this limitation works any hardship on a station, however, an appeal for increased MRO quota may be filed under CMP 5, Radio & Radar Division, officials pointed out.

Before P-133 was repealed last Tuesday, many stations had ordered recording equipment under an AA-1 priority, whereas this equipment was new and not eligible for the MRO rating, the WPB said. It was made clear that the new ruling therefore will not legalize MRO ratings which have been illegally extended in the past, but does allow a station owner considerably more freedom to acquire additional material and equipment.

Point-to-Point Aid

At the same time WPB made available provisions for securing priorities assistance in radio communications, broadcasting, commercial recording and public address systems for maintenance, repair and operating supplies for U. S. international point-to-point radio communication companies. Such companies are defined by WPB as those owning stations licensed by the FCC to handle international communications, including code, voice and pictorial matter.

The special rule allowing international point-to-point radio communication carriers to use MRO preference rating AA-1 for rearranging and modifying their facilities (formerly in P-133) will be continued under CMP Reg. 5 in order to enable the three or four American companies engaged in this business to move speedily to meet the overseas communication demands, especially of the Army and OWI, in providing services as new territories are occupied or liberated, it was pointed out by WPB officials.

Specifically this rule, Direction 23, authorizes any person engaged in commercial international point-to-point radio communication to use preference rating AA-1 and the CMP allotment symbol MRO to rearrange, modify or expand existing facilities and equipment, except buildings, either to maintain his regularly established services or to provide whatever new or modified services may be necessary to render services by or for the U. S. Army, Navy or Governmental Agency or any foreign agency.

Limitations on the cost of materials used in any one such project have been increased from $1,500 to $2,500. Prohibitions of CMP Reg. 5 against securing MRO supplies for export, and the rules of Conservation Order L-41 requiring construction authorization do not apply to activities permitted by Direction 23, it was explained.

The general requirements covering MRO assistance to all other types of radio stations previously covered by P-133 were revised, officials said.

AWARD PRESENTED BY THE BLUE NETWORK AND BASED ON A POLL OF AGENCY ACCOUNT EXECUTIVES

". . . the account executives considered WKIP one of the thirteen top-notch Blue Stations."

KEITH KIGGINS
Vice-President

Top-notch in AUDIENCE, too.

Sound principles of service to our advertisers earned us this Award. Sound programming earned us the loyalty of our listeners as evidenced by the Hooper figures to the right. The same sound management will go to work for you in the 52,000 radio homes in this 95 million dollar market whenever you place your order.

Poughkeepsie, N. Y. Spring, 1944

STATION LISTENING INDEX
(A HOOPER RADIO REPORT)

STATION	MORNING INDEX 8 AM-12 N'n	AFTERNOON INDEX 12 N'n-6 PM	EVENING INDEX 6 PM-10 PM
WKIP	38.6	28.0	26.5
"A"	19.1	25.6	14.0
"B"	9.7	14.7	19.7
"C"	8.5	13.7	14.8
"D"	12.9	4.3	13.3
"E"	5.6	3.8	6.0
"F"	2.5	1.9	3.4
"G"	1.9	4.7	.8
OTHERS	1.2	3.3	1.5

WKIP
POUGHKEEPSIE, N. Y.

REPRESENTED BY HEADLEY-REED COMPANY

For more than a score of years KDKA "Farm Hours" have rendered genuine service to the Agricultural Community, throughout a wide area ✳ Homer H. Martz, farm-born-and-raised KDKA Agricultural Director, having served a number of years with the Department of Agriculture as a County Agent, understands farmers' problems and works with the farmer and his family ✳ Through personal appearances at Granges, Farm Bureaus, 4-H Clubs and other agricultural gatherings, he inspires confidence and gains loyalty ✳ Naturally, his daily radio visit to myriad rural homes, from 6 to 7 every weekday morning, is a welcomed integral part of the farmer's life ✳ Balanced blends of news, live music, market reports, guest-interviews, etc., inform, entertain and sell to the suburban and rural community ✳ Representative offers produce an average of 600 replies per announcement, usually from 10 states; often from as many as 20 ✳ Honest and sincere interest in Farm Life is reflected in each program and is the factor that has built and held loyal listenership over the years ✳ If you have a product to introduce or sell to farm-folk, consider 50,000 Watt KDKA's important influence throughout a widespread Agricultural Community. Ask NBC Spot Sales for further information about KDKA, Pittsburgh, the station serving a 1½ million radio-home area. 49% of these homes are rural, 51% urban.

Westinghouse Radio Stations Inc ★ KDKA • KYW • WBZ • WBZA • WOWO • WGL ★ Represented Nationally by NBC Spot Sales

We're *in the* Money Now

The Nashville market is an increasingly profitable market, therefore many new sponsors are coming our way. They're proving every day that all of Middle-Tennessee and that part of Southern Kentucky that make up the NASHVILLE TERRITORY are well worth going after.

There is every reason why the Nashville trading area will be a rich and stable one after the war. Our farms are fertile and productive. The industries located here are essential and flourishing. Living standards are high. WHEN YOU ARE READY TO COME INTO THE SOUTH, CHECK UP ON NASHVILLE AS A LEAD MARKET AND WSIX TO SELL IT. ***Write or wire us for facts and figures. We'll have them for you.***

THE KATZ AGENCY, ***National Representatives***

Blue and Mutual Networks

5000 WATTS **980 K.C.**

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

Blue Plans Postwar 'Ideal' FM Net, Video, Foreign Operations—Kobak

POSTWAR expansion plans of the Blue Network were informally discussed by Edgar Kobak, executive vice-president who has recently been placed in charge of this phase of the network's activity, at a press luncheon given by the Blue last Monday at the Waldorf-Astoria, New York.

In AM broadcasting, the Blue must select sites and make plans for erecting new studios in New York, Chicago, Hollywood and San Francisco, he said, reporting that the Blue has agreed to vacate the space it currently rents from NBC within two years after the end of the war. Plans for television studios and FM programs must also be made, Mr. Kobak said, stating that applications have either been filed or are in preparation for FM and video stations in these cities.

'Ideal' FM Net

Aiming at an "ideal" FM network, the Blue will plan it on paper, Mr. Kobak explained, and then will try to line up stations so the Blue will be prepared when the time comes for a shift from AM to FM as the broadcasting standard. The Blue can start in FM on an even footing with everyone else and not as a late comer, he said. He reported that the Blue is urging its affiliates to go into FM and that Blue network programs have been made available for FM stations operated by Blue affiliates.

The Blue has been handicapped in television, he said, because its separation from NBC came after the start of the war and too late for the erection of a Blue video station, but the network expects to work out an arrangement whereby it can produce television programs in the studios of one of the operating stations and thus gain production experience in this new program field.

Hollywood may well become the country's television program headquarters, he said, pointing to the knowledge of camera and lighting techniques the motion picture industry already has which is applicable to television. Queried about postwar standards, Mr. Kobak said he personally favors the CBS viewpoint of starting wideband transmission in the upper frequencies as soon as possible rather than establishing present standards and attempting to change over at some later date. He emphasized that this was an individual and not a company viewpoint, stating that the subject had not been discussed by Blue executives.

Expressing himself as "bullish" about facsimile, Mr. Kobak predicted the possibility of radio replacing the mails or carrier boys as the distributing agency for publications, although he admitted that a great many details are still to be worked out. He also mentioned the Blue's arrangement for an exchange of programs with Brazil and said that further announcements in the international field would be forthcoming, adding that operations in this field have been held up pending the completion of arrangements for musical programs with the AFM.

The Blue is not setting up a special staff to handle these new developments, Mr. Kobak said. The engineering department will handle the technical problems of FM, television and facsimile as well as their regular duties in AM, and the same practice will apply to all departments. The increased personnel needs of these new developments will provide jobs for the 180 Blue employes now on leave with the country's Armed Forces, many of whom have asked for work in FM or television in preference to returning to their former jobs, he said.

In Washington for the allocation hearings last Thursday, Mr. Kobak declared Blue expenditures for FM and television, including new studios and offices in key cities, may range from five million to fifteen million dollars. He declared it was out of the question to peg the figure, because of the many variables involved. He recalled that Mark Woods, Blue president, had estimated on one occasion that something like seven million dollars might be expended by the network for installation and physical costs alone, to project these new services.

* * *

Better Programs

Advertisers sponsoring evening programs on the Blue Network must provide the highest type broadcast possible with wide listener acceptance or give up their time to other sponsors with better shows, Chester J. LaRoche, network vice-chairman, has informed Blue affiliates, it was disclosed last week.

The Blue has decided, his statement said, that "no longer should any advertising agency have a better creative department than the Blue Network" which proposes to build better public service programs and to work with advertisers and agencies in creating programs for sponsorship. He pointed to the appointment of Adrian Samish, former production supervisor of Young & Rubicam, as national production manager as evidence of the network's determination to achieve real program progress.

"Just as the networks decide the proper length of commercials or what type of advertising is objectionable, just as we aim to prevent distortion of fact, so must we decide to act if we are convinced that a program is not doing a good job," Mr. LaRoche's statement said. "This attitude may not please a particular advertiser, but we know from discusions already held

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

THE RIGHT REVEREND BENJAMIN D. DAGWELL .....BISHOP OF THE DIOCESE OF OREGON SAYS...

"For nearly 20 years the Portland Council of Churches radio program 'Church in Your Home,' has been broadcast every Sunday morning over KGW. It has brought the church into the home for many thousands who would otherwise not have this precious consolation — people who are perhaps bed-ridden or whose heavy responsibilities do not permit church attendance on a Sunday. I cannot imagine any finer example of public service than this. We are most grateful to KGW for the air time and the always gracious cooperation the staff of KGW gives our radio council. We know from many comments that the program is treasured by the Portland area, and that its listening audience grows steadily. It is a pleasure and a satisfaction to know that we can always depend on station KGW for generous cooperation in meeting public service needs in a thoroughly interesting way."

BENJAMIN D. DAGWELL

Bishop Dagwell and Chief Announcer Frank Coffin go on the air with another Sunday program.

The choir and orchestra of the First Congregational Church is among the outstanding groups often heard on KGW's "Church in Your Home", adding to the pleasure KGW listeners find in this community program, a highly rated favorite over the 20 years of its continuous existence.

The radio committee of the Portland Council of Churches, made up of outstanding church leaders, discuss plans for the new fall season of Sunday morning broadcasts on KGW.

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO INC.

"Look for man going under name of Sam Henderson—alias 'Opportunity'— genial, witty, *friendly* . . . emcees a half hour radio show . . . topnotch modern music, interspersed with fast-paced quips and commercials . . . can be heard over WGAN, 3:30 p.m., Mondays through Fridays . . . when last seen this man was buried under landslide of fan mail and requests for 560 REVUE membership cards . . . calling all sponsors . . ."

(And when you find him take advantage of his widespread popularity . . . people in WGAN's listening area — 14 Maine counties; 1 in New Hampshire — like Sam Henderson instinctively . . . and they TELL us about it! This chap's no novice to the entertainment world — and the grand music on 560 REVUE is only *half* responsible for its success!

Participation sponsorship in the 560 REVUE was offered, at first, to local advertisers only — our own method of "kitchen testing" a program. Now we've proved to everyone's satisfaction that this audience is both large *and* responsive — so here's your opportunity to tap a rich market! Send in your request for membership *today* — we'll divulge complete details by return mail!)

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

that it will please the advertising business."

Declaring that "there is nothing wrong with the Blue that truly outstanding programs can't cure," Mr. LaRoche continued, "But radio has developed in such a way that good programs spotted here and there are not enough. The increasing tendency of advertisers and agencies to put the best shows back-to-back tends to make listeners tune more and more to one station or network and to stay tuned over a considerable period of time.

"So we are concerned not only with listening habits, but in breaking down listening habits built up by the other networks. This means we must attempt to offer a steady flow of excellent entertainment rather than a spasmodic one, and we must tell people where, on the Blue, the good shows are to be found. We cannot hope that they will bump into them by accident."

Problem of evening strip shows is being worked on "diligently," Mr. LaRoche said, pointing out that listeners who don't like the Ford show or *Lum 'n' Abner* or *Spotlight Bands* on one evening won't like them on another, and probably will not tune in the Blue, thus cutting down the audience for all Blue evening programs. Low-rating evening broadcasts, which provide no "inherited audience" for programs following them, also "detract from that overall listening habit that gives a network its influence," he said.

Obligation to Public

"We are making it increasingly clear to advertisers and agencies who have low-rating shows that their failure to offer a show capable of attracting a reasonable audience against normal competition —after it has been on for a sufficient time—is a matter of the Blue Network's concern," he stated. If an evening advertiser with a small talent budget can't find a formula that attracts an audience, the Blue suggests that he move to Sunday afternoon time, where lower time costs will enable him both to buy more stations and to spend more for talent.

"Suppose," Mr. LaRoche went on, "after we have notified this particular advertiser of our concern about his show, he doesn't want to move, but will take definite steps to improve his show. Then, in all fairness, we will go along with him for a trial period. But, if he cannot improve his show in a reasonable time, then we feel we have the right to ask him to move out of our premium time bracket, to be replaced by an advertiser with a superior show.

"We feel strongly that we have an obligation to see that the public gets programs that, given the proper time and skill, will be worthy of the franchise we exercise," the vice-chairman asserted. "Who is to decide about programs? I know that you will agree with me that it is ultimately the public's decision, and in the final analysis we are obliged to act for the public."

Blue affiliates were apprised of the commercial program policy, as announced last week, at the network's affiliates' meeting in Chicago during the NAB Executive War Conference.

Tide Water Adds Tigers Grid Games

Veteran West Coast Sponsor Buys Series on WINS

TIDE WATER Associated Oil Co., sponsoring football broadcasts on the West Coast for the 19th consecutive season through its Western division, San Francisco, will sponsor grid events in the East this year through arrangements made by R. E. Ryerson, general sales manager, Eastern division.

Through Lennen & Mitchell, New York, oil company has signed for all eight games of the Brooklyn Tigers professional football team on WINS New York, which earlier acquired exclusive broadcast rights to the events. In addition to the eight regular games of the Tigers, Tide Water was to sponsor a special War Bond game Oct. 2, 8:30 p.m. direct from Ebbets Field, Brooklyn, where admission was to be through purchase of Bonds.

News Bulletins Planned

Play-by-play descriptions, covered from the field by direct wire for both home and out-of-town games, will be handled by Don Dunphy and by Stan Lomax, who was at the microphone back in 1932 when WINS was the first New York station to cover professional football.

A five-minute news period for late war bulletins will be inserted during intermission from the WINS newsroom. Between halves station will broadcast an entertainment program from the field with screen and radio stars, military units and bands participating. Schedule follows:

Oct. 2, U. S. Armed Forces all-Eastern Service Stars, Ebbets Field; Oct. 7 (night game) or Oct. 8 (daytime), Detroit Lions, Detroit; Oct. 15, N. Y. Giants, Ebbets Field; Oct. 22, Washington Redskins, Washington; Oct. 29, Boston Yanks, Ebbets Field; Nov. 5, Philadelphia Eagles, Ebbets Field; Nov. 12, Washington Redskins, Ebbets Field; Nov. 19, Boston Yanks, Boston; Nov. 26, New York Giants, Polo Grounds; Dec. 3, Philadelphia Eagles, Philadelphia.

Army Sustains NAB

ARMY public relations officers are not permitted to send questionnaires to radio stations or networks unless specifically authorized by the War Dept., the NAB was advised last week in response to its protest that District 1, Detroit Sixth Service Command, had sent questionnaires to stations in Michigan [BROADCASTING, Sept. 25]. In a letter to Arthur Stringer, NAB Promotion Director, Lt. Col. Jack Harris, acting chief, Radio Branch, War Dept. Bureau of Public Relations, wrote: "The War Dept. has not approved this procedure and has since advised public relations officers that such requests are not to be made of radio stations or networks."

YOU DO A

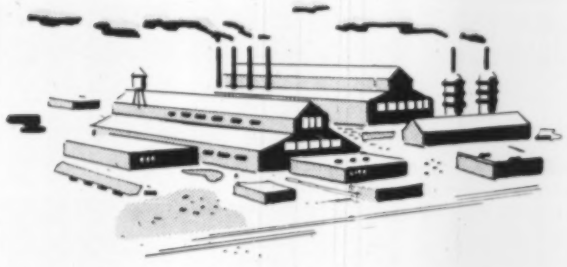
TWO FOLD JOB

when you use the VOICE of TOLEDO

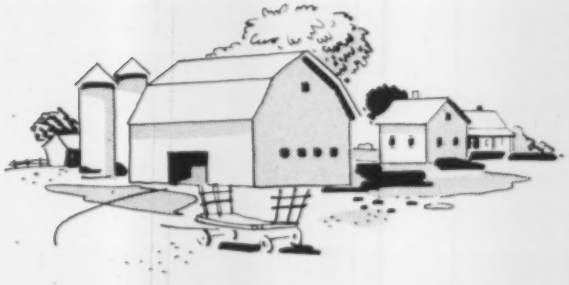
—A RICH INDUSTRIAL AND AGRICULTURAL MARKET AT ONE COST

WSPD

TOLEDO—*"The Glass Capitol of the World"*—with its 125 million dollar payroll from 650 diversified industries.



RURAL AUDIENCE Northwestern Ohio and Southern Michigan — one of the richest farm markets in America. The WSPD coverage includes 27 counties.



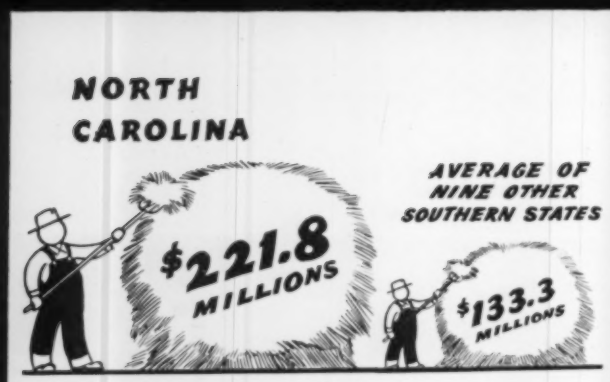
The WSPD "Two Fold" market is truly a Buyer's and Seller's market. You can be sure of sufficient wholesale and retail outlets for the distribution of your product... and a million and a half "well heeled" prospects to buy it.

For Quick Action... Use The "Voice of Toledo"

Just
Ask
Katz

WSPD
5,000 WATTS
TOLEDO, OHIO
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL
STATE



WPTF
(CARRYING N. B. C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN

WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Paper to Sponsor NBC Series Show

St. Louis 'Post-Dispatch', KSD Collaborate in Commercial

RESUMES of the World Series games will be sponsored on NBC by the *St. Louis Post-Dispatch*, owner of KSD St. Louis, on all game days except Saturday and Sunday, marking what is probably the first use of network radio as a commercial medium by the newspaper industry.

The *Post-Dispatch* has ordered the 6:15-6:30 p.m. (EWT) period on the full NBC network, with clearance obtained last week on some 65 stations. Program will follow shortly after or possibly overlap direct on-the-screen coverage of the game, 2 p.m. to conclusion, on Mutual and individual non-Mutual stations under sponsorship of Gillette Safety Razor Corp., Boston.

Discussion of the results of each day's game, as received in the newsroom of the *Post-Dispatch*, will be broadcast via KSD over NBC by Grantland Rice, veteran sports columnist and sportscaster; J. Roy Stockton, the paper's baseball editor, and Billy Southworth, manager of the St. Louis Cardinals. Arrangements were made through George M. Burbach, general manager of KSD.

The program also will be shortwaved overseas. At the conclusion of the series Mr. Stockton will go overseas with four other sportswriters and a group of star ballplayers and managers to entertain service men.

Titled *World Series Comment*, the program will be presented without break for commercial announcements and will cover the fine points of each game, with questions and answers as to disputed plays or managerial decisions. Of the series the *Post-Dispatch* said: "The broadcast will advertise St. Louis, particularly as it will be the first time any newspaper and radio station have combined to give any city such publicity in a national network feature."

MILES LABS., Elkhart, Ind. (Alka-Seltzer) on Sept. 30 celebrated its 11th year of sponsorship of NBC *National Barn Dance* by originating show from Elkhart before Miles employes.

NO STAND TAKEN BY FCC IN FDR SPEECH

TAKING no position as to whether President Roosevelt's Bremerton, Wash., radio address was "political", T. J. Slowie, FCC secretary, has advised Myles H. Johns, president of WOSH Oshkosh, Wis., that stations, under the Communications Act and FCC regulations, are not obliged to give or sell time to candidates for public office but they may do either as long as they provide equal opportunities "to all other candidates for the same office".

Mr. Johns informed Stephen Early, President Roosevelt's secretary, that henceforth WOSH would not accept any talks by the President except at regular rates until after election [BROADCASTING, Sept. 11]. He construed the President's Bremerton address as "political in its entirety" and offered Gov. Dewey 37 minutes to reply [BROADCASTING, Sept. 18]. Mr. Slowie wrote Mr. Johns:

"This letter should in no way be construed as passing upon the correctness or incorrectness of your characterization of the President's speech."

Meanwhile the Socialist Campaign Committee has been given its choice of three 30-minute periods on WOSH, with seven minutes of announcements preceding the broadcast, to answer the President. Mrs. Anna Mae Davis of the Committee requested time for Norman Thomas, Socialist candidate for President, and Mr. Johns advised her: "I am proud to offer to Candidate Norman Thomas free time equal to the free time offered Candidate Dewey. It is my opinion that radio has inestimable power in controlling public opinion and consequently no favoritism should be shown to any candidate for any office."

WOV Resumes 'Dance'

WOV New York will resume broadcasts of its Saturday night *Broadway Barn Dance* program on Nov. 4, following an agreement with the New York local of the American Federation of Musicians, which had canceled the broadcasts after the first one on July 1. Program continued through the summer for the live audience only. New hillbilly series, to originate at the New York Times Hall, will be broadcast from 10-10:30 p.m. Admission will be free, with most of the tickets going to members of the Armed Forces. Show had originally played to paid audiences.

OWI PACKET, WEEK OCT. 23

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 23. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War Bonds	X	--	--	--	--	--	--
Ceiling Prices	X	--	--	--	--	--	--
Merchant Marine Recruiting	X	--	X	--	X	--	--
Careless Talk	--	X	X	X	X	--	--
Car Pooling	--	X	X	X	X	--	--
Paper Conservation	--	--	--	--	--	X	X

See OWI Schedule of War Messages 131 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WGN

brings the top sporting events to a sports-minded midwest

Consistent with WGN's policy of bringing the best of all types of radio entertainment to Chicago and the middle west is the remarkable schedule of top ranking sports events carried on an exclusive basis in this area.

• • •

Consider the list of these broadcasts that WGN is bringing to the radio public during the fall season of 1944.

The All-Star Football Game
—featuring the All Stars and the champions of the National Professional Football League

The United States Lawn Tennis Championship matches
—direct from Forest Hills

The World Series
—broadcast exclusively in the Chicago area thru WGN for six consecutive years

The World's Championship Boxing Bouts
—an exclusive WGN-Mutual broadcast at 9:00 p.m. Friday

A Clear Channel Station

CHICAGO
50,000 Watts

ILLINOIS
720 Kilocycles

EASTERN SALES OFFICE:
220 East 42nd Street
New York 17, N. Y.

WGN

PAUL H. RAYMER CO.
Los Angeles 14, Calif.
San Francisco, Calif.

THE MUTUAL BROADCASTING SYSTEM

IT COULD HAPPEN ONLY at WNAX

60,000 FARM FOLKS JAM YANKTON to receive thanks from key figures in government, in radio and the armed services.

For the second year, the Farmer, through WNAX, received just recognition for his efforts toward winning the war, and the peace. WNAX invited outstanding national figures to Yankton on September 4th, as a Jury to select 1944's "Typical Midwest Farmer."

Anton Ettesvold of Morris, Minn., won this title. Through him the splendid food production records of all Midwest Farmers were acclaimed.

Last year this event brought 35,000 to Yankton; this year over 60,000! We are proud of this loyalty to radio and WNAX; proud also to bring such recognition to America's Soldier of the Soil.

THE VOX POP SHOW originated at Yankton on September 4. Selection of Anton Ettesvold as Typical Midwest Farmer of 1944, is here being announced to the nation. Grouped around the CBS microphone are Parks Johnson, Mrs. Ettesvold, Ettesvold, and Warren Hull. Later, Parks and Warren made presentations of awards to runner-up contestants from four other states. Mr. and Mrs. Ettesvold will be taken to Washington, D. C., as guests of WNAX at the next presidential inauguration.

Gov. Ed Thye, Minnesota, says: "Farmers are in a class with soldiers. Food fights, too."

Rufus Howard, Nebraska Sec. of Agriculture, praises wartime farm achievements.

Kenneth Simons, Chrm. Conservation Commission, represents North Dakota.

Capt. Ralph Ilmanen, AAF, hero of 230 flights over The Hump into China.

Gov. M. Q. Sharpe of South Dakota, day's host to over 60,000 folks from 5 states.

SPEAKERS thanking Midwest Farmers for wartime work include: J. Norman Lodge, veteran A. P. War correspondent; Chan Gurney, U. S. Senator from South Dakota; Maj. Gen. J. A. Ulio, Adjutant-General of the U. S., and Maj. Gen. C. H. Danielson, commanding 7th Corps Area.

THE LONE RANGER is mobbed by thousands of admiring youngsters as he leaves the microphone during Midwest Farmer Day. To meet their hero face-to-face as so many did (see inset) was a memorable thrill.

CROWD ROARS as Gene Loffler, WNAX program director has pants trouble. Corn? Sure, but corn sells—and WNAX personalities click at the mike.

WAC BAND from Fort Des Moines thrills crowds along parade-route. Band from Army Air Base at Sioux Falls also was a highspot in the day's entertainment. Horsemen in rear are part of the 40-horse saddle-club coming all the way from Winner, S. Dak., 160 miles, to honor Midwest Farmers and visiting dignitaries with a Chuck Wagon breakfast.

WNAX Scholarship Winners meet for tea with Wynn Hubler, the WNAX Neighbor Lady. Group includes Lona Haskins, U. of Nebraska; Jean Morkassel, U. of Minnesota; Vronna Lee, South Dakota State; Inez Kastner, North Dakota Agr. College; Shirley Polkinghorn, Yankton College, and Greta Swanson, Iowa State. Scholarship fund of $42,000 was announced during 1943 Midwest Farmer Day by Gardner Cowles, Jr.

Big Aggie Says:

"Hey, New York and Chicago . . . Madison Square Garden and Wrigley Field COMBINED, couldn't seat those 60,000 farmers who came from the WNAX five-state area." That's packing 'em in . . . IT MEANS RESULTS, TOO.

We'll be around to show you the newsreels

WNAX

SIOUX CITY • YANKTON

A Cowles Station

Represented by the Katz Agency

Highest Sept. Sponsor Identification Goes to 'Aunt Jenny', Hooper Data Show

C. E. HOOPER, Inc., New York, in the September report on daytime network ratings, shows that *Right to Happiness* leads the list of "top ten" weekday programs with *Ma Perkins* (CBS) second and *Our Gal, Sunday*, third. They are followed by *When a Girl Marries, Backstage Wife, Stella Dallas, Breakfast at Sardi's* (Kellogg), *Kate Smith Speaks, Big Sister* and *Young Widder Brown*. The top ranking Saturday daytime shows, not included in the weekday list are, first, *Theatre of Today* and second, *Let's Pretend*.

Program with the highest sponsor identification index—75.9—is *Aunt Jenny* with 74.1% giving the correct product and 1.8 naming sponsor but not product. The wrong identification was given by 5.5% and 18.6 couldn't give the name of a sponsor.

The programs with the largest number of women listeners per set are *Songs by Morton Downey* with 1.46 and *Breakfast Club* (Swift) with 1.46; men listeners per set, Cedric Foster with 0.61 and children listeners per set, *Jack Armstrong* with 1.32.

The five top ranking programs listed in terms of the number of listeners per listening set are as follows:

	Women	Men	Children	Total
Jack Armstrong	0.87	0.35	1.32	2.54
Superman	0.86	0.43	1.19	2.18
Breakfast Club (Swift)	1.46	0.35	0.63	2.44
Let's Pretend	0.98	0.24	1.19	2.41
Grand Central Station	1.15	0.40	0.71	2.26

WBT's Service

EMERGENCY Polio Hospital, Hickory, N. C., needed harmonicas so victims of infantile paralysis could exercise throat and neck muscles. An appeal to National Headquarters for Infantile Paralysis brought word that no mouth harps were available. Then WBT Charlotte stepped in. A full-day's schedule was keyed to contain appeals for harmonicas. Within 24 hours 450 instruments had been sent or taken to WBT studios. They're still coming in from all parts of WBT's area.

BASCH RADIO PRODUCTIONS, New York, has appointed Jay Strong, head of the Metropolitan Players, New York, as television director for the newly organized video department. Mr. Strong is noted as a free-lance director and actor in television and the legitimate theatre.

WPB NAMES CHATTEN SUCCESSOR TO ELLIS

RAY C. ELLIS, director of the War Production Board's Radio & Radar Division for the past three years, resigned Oct. 1 to accept an executive position with General Motors in New York, associated with Paul W. Garrett, General Motors' director of public relations in charge of institutional advertising.

Louis J. Chatten, 47, and a native of Pennington, N. J. now assistant director for production in the Radio & Radar Division, will succeed Mr. Ellis. In civilian life Mr. Chatten had been with Fada Radio & Electric Co., Long Island, in charge of administrative engineering and production problems from 1922 to 1937. From 1937-39 Mr. Chatten was with the Bendix Home Appliances Inc., South Bend and in 1940, prior to his Government career, Mr. Chatten was engineering and sales manager of the National Electric Supply Co., Trenton, N. J.

Mutual Realigns Coast News Staff Under Meier

LARRY MEIER, MBS correspondent, is now acting as chief of the Mutual-Don Lee Pacific bureau, established at KFRC San Francisco to serve as coordinating center for all Pacific war news. New set-up was inaugurated by John Whitmore, manager of Mutual's news division, while on a recent visit to the West Coast. Mr. Whitmore announced on his return to New York that special facilities "with high-powered technical equipment" had been added to KFRC to handle the greater increase in news volume from the Pacific.

Leslie Nichols, who returned several months ago from Cairo, Egypt, where he covered Cairo for Mutual is being transferred to Honolulu. Arthur C. Primm Jr., new to Mutual, will share Pacific assignments with Royal Arch Gunnison, replacing Mr. Meier who was prevented by illness from taking an overseas assignment. Mr. Primm has served as news editor, KMO Tacoma, of Pacific Broadcasting Co., and reporter for Transradio Press and UP. In 1942 he joined KPO San Francisco, NBC outlet as news writer, later shifting to KGO, Blue outlet in the same city and subsequently to KQW San Jose as newswriter and broadcaster. In November 1943 he became news manager and producer of KFRC. Mr. Whitmore also announced that Edward Pettitt, former radio newswriter for the *New York Herald Tribune*, had joined the New York staff of Mutual as news editor.

ATS Study

MEANS OF CURBING interference in television reception caused by electrical apparatus is being studied by the policy committee of American Television Society. Norman D. Waters, New York agency head, past-president of ATS, is chairman of the committee. Other members are Dan D. Halpin, RCA, ATS president, and George T. Schupert, Paramount Pictures.

Oyster Shell Adds

OYSTER SHELL PRODUCTS Corp., New Rochelle, has increased the frequency of its transcribed spot announcements on 30 stations for Pilot Brand Oyster Shell Chicken Feed from a weekly to a twice-weekly basis. Agency is Cecil & Presbrey, New York.

Let's break down and confess . . .

WE COVER THE INDUSTRIAL PLANTS!

In fact, we specialize at it! Not only does KGER have full, intensive coverage of the Los Angeles-Long Beach area where one of the nation's greatest industrial concentrations is located . . . but KGER designs its programs specifically for the enjoyment of the men and women who work in these industrial plants!

Now that we've let you in on the most important secret of KGER's remarkable selling success, we may as well tell you some more: KGER's rates are among the lowest of all Southern California stations!

LOS ANGELES
LONG BEACH

"THE PEOPLE'S STATION" 5,000 WATTS, DAY AND NIGHT

KGER

OWNED AND OPERATED BY MERWIN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Everything Grows in the Inland Empire, even those famous Spokane Valley "Hearts of Gold" Cantaloupes. Truck Farming adds materially to the $301,104,000 Farm Income that makes Spokane second highest in the nation in Per Capita Income—$2,252 compared to a national average of $1,103. Your sales in the Inland Empire grow, too, when you take advantage of KHQ's Complete Coverage, Popularity and Consumer Confidence.

WAKR
Sells!
THAT'S WHY
AKRON
FURNITURE DEALERS
SPEND OVER 80%
OF THEIR RADIO
ADVERTISING DOLLAR
ON WAKR
WAKR TOWERS
OVER AKRON

Basic Blue Network
5000 WATTS
DAY AND NIGHT
★
Weed & Co.
National Representatives

Merchandising & Promotion

Mutual Acres—Top Tobacco—KFI Contest
War Display—'Clue' Promotion

TO HERALD the move early this month from 780 to 1110 kc, KFAB Lincoln, Neb., is utilizing promotion in 20 daily papers, 80 weeklies, direct mail advertising brochures, merchandising display cards, billboards, and an extensive schedule of radio promotion. Station will move to 1110 kc in order to operate fulltime at night and avoid syncronization with WBBM Chicago. Change in frequency is also necessary for KFAB to increase from 10,000 to 50,000 w.

* * *

Mutual Acre

PRINTED in bright colors on heavy paper, promotion booklet released by Mutual on "How much can you reap from an acre of air?" presents the success story of an unnamed client by means of light, colloquial phrases and illustrations befitting the farming similitude. Complete information, including name of client, products promoted and programs, are available by means of a special postcard.

* * *

KXEL Fair Coverage

KXEL Waterloo, Ia., has established an Iowa Fair and 4-H Show coverage plan whereby the station's farm department under the direction of Hugh Muncy will cover fairs and 4-H shows throughout the State. All fair secretaries were contacted, a "Fair Calendar" was prepared by KXEL and a "Fair Bulletin Board" inaugurated for use as part of the early morning and noon farm broadcasts.

* * *

Top Tobacco

FIRST TOBACCO sold on the opening of the Durham tobacco market this season was acquired by WDNC Durham, for a bid of $50 per 100 lbs. Station is mailing "hands" of the purchase to time-buyers, agencies, etc., all over the nation. For those who haven't learned to roll their own from the natural leaf, WDNC is also including packages of popular brand cigarettes.

* * *

Waring Promotion

GIANT WINDOW display on behalf of the new Blue-*Fred Waring* program has been arranged by the promotion department of WFIL Philadelphia in the front window of MacDonald & Campbell, center-city men's store. Window trim features a WFIL microphone, life-sized pictures of Fred Waring and Donna Dae, singer, and huge pictorial blow-ups of the entire Waring organization.

* * *

Music Contest

PUBLIC SERVICE responsibility of every radio station is stressed in new promotion folder released by KFI Los Angeles announcing the Los Angeles Philharmonic Young Artists Competition for the 1944-45 season which is jointly sponsored by the Earle C. Anthony station, the *Los Angeles Daily News* and the Southern California Symphony Assn.

WLW War Display

WINDOW DISPLAY "The War Before Your Eyes" has been dedicated by WLW Cincinnati in cooperation with the *Cincinnati Enquirer* and the Cincinnati Gas & Electric Co., site of the display which features war maps of both Europe and the Pacific and news bulletins. Battle lines are changed daily and are under the supervision of Maj. Gen. James E. Edmonds, WLW military analyst. Montage of photos of WLW news analysts is included. Bulletins from the news teletype located in the window are arranged for public survey.

* * *

Program Reprints

LEDERLE Labs., New York, will make available to listeners reprints of each broadcast of its new Blue Network program *The Doctors Talk It Over*, which starts Oct. 6. Designed primarily to keep busy doctors informed on the latest medical developments rather than to entertain the average listener, scripts will contain interviews with specialists on such subjects as vitamins, meningitis, pediatrics, and surgical care of Army wounded. Series starts with a talk by Dr. Morris Fishbein, *AMA Journal* editor.

* * *

WIND Coverage

NEW COVERAGE-INTENSITY Maps have been issued by WIND Chicago to Chicago and New York advertising agencies. Information is printed in file folder form with two pages devoted to separate maps showing exact daytime and nighttime coverage, and one page providing complete market data by states. Coverage allocations are based on station mail received between Sept. 10, 1943 and March 15, 1944 "in accordance with the latest recommendations of the NAB."

* * *

'Clue' Promotion

PROMOTION material for "Two on a Clue", new CBS mystery series starting on the network Oct. 2, consists of a variety of letters, pictures and "memos" which indirectly present information concerning the program. Not directed literally to the reader, memo material for example is from the police department homicide bureau and is addressed to a fictitious person, containing request for information on some character featured on the program or data of similar character.

* * *

For Sale

IN "Thirty Packaged Programs for Sale", an 11-page blue and white brochure, the Blue Network gives thumbnail sketches of network shows ready for sponsorship. Included is a list of 25 Blue packaged shows already sponsored. Foreward acknowledges the cooperation of program producing agencies in creating, producing and selling the shows.

★ ★ ★

Known by the stations we keep

This is a very personal business — depending upon the confidence one man places in another. We are judged not by the products we make, nor the buildings we put up, but by such intangibles as character, intelligence and integrity. Since the start, about twelve years ago, these qualities have been recognized by the stations we represent. We are known by the stations we keep.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

2 OF OUR STATIONS HAVE BEEN WITH US SINCE 1933, the year that brought the Bank Holiday and the NRA's Blue Eagle . .

21 OF OUR STATIONS HAVE BEEN WITH US SINCE 1937, when the world witnessed the coronation of Great Britain's King . .

35 OF OUR STATIONS HAVE BEEN WITH US SINCE 1941, the year of Pearl Harbor and war for the United States .

4 OF OUR STATIONS HAVE BEEN WITH US SINCE 1934, when the U. S. discovered Bingo and those dime chain letters . . .

8 OF OUR STATIONS HAVE BEEN WITH US SINCE 1935, the year "The Music Goes Round and Round" became the rage . . .

UNDERWOOD & UNDERWOOD

10 OF OUR STATIONS HAVE BEEN WITH US SINCE 1936, when everyone was reading and talking "Gone With The Wind" . . .

26 OF OUR STATIONS HAVE BEEN WITH US SINCE 1938, the year of the Munich Pact and "Peace for our time" . . .

29 OF OUR STATIONS HAVE BEEN WITH US SINCE 1939, the year that war struck the world and Nazi conquest began . . .

31 OF OUR STATIONS HAVE BEEN WITH US SINCE 1940, when Selective Service began and the Nazis overran Europe . . .

SIGNAL CORPS U S ARMY

37 OF OUR STATIONS HAVE BEEN WITH US SINCE 1942, the year the Allies invaded North Africa and pushed on East . . .

38 OF OUR STATIONS HAVE BEEN WITH US SINCE 1943, prodigious year of war production — of guns, tanks and planes . . .

TODAY FINDS OUR BUSINESS CONTINUING ITS CONSISTENT, HEALTHY PROGRESS.

Editorial

American Triumph

IN A RECENT dispatch to the North American Newspaper Alliance, William S. Paley, CBS president on leave as radio chief for the Psychological Warfare Division of SHAEF, declares the Allies have won the battle of the airways in Europe "hands down". German efforts to jam Allied signals beamed to enemy and enemy-occupied countries have failed. Even though equipment equivalent to some of our 50 kw transmitters was used for jamming, he reports, Allied signals got through.

"Today," says Mr. Paley, "the German radio outpouring is entirely discredited. Information obtained from liberated areas and from prisoners of war of all nationalities give convincing proof of this fact. Never again will the people of Europe have confidence in Nazi-controlled information. The Allied radio, on the other hand, is now looked upon as a service which will tell the truth under all circumstances and it is to that service that the people of Europe are turning for reliable information."

Playing an important role in the Allied broadcasts, Mr. Paley points out, is the *Voice of America*, beamed from the powerful transmitters of OWI's station in Europe, ABSIE, and other OWI shortwave stations in the United States. Last week, with the dedication in Washington of the Crosley transmitters at Bethany, O., there was added an even louder *Voice* which will be heard around the world.

John Ogilvie, radio director of the Office of Coordinator of Inter-American Affairs, tells of the enormous influence exerted by American radio on our neighbors to the South, not only on the people themselves but on the radio stations as well which now look to American programming as their model. Particularly impressive is Mr. Ogilvie's report on fan mail received from South Americans in appreciation of our unbiased radio news reports.

By virtue of these shortwave operations, plus the programming of the military stations in the war theatres, virtually the entire world has become exposed to "radio by the American Plan". It has proved, in war, the fourth arm of offense. In the peace ahead, American radio will lead the way.

Sponsor Identity

THE POLITICAL campaign rounds the bend and is into the home stretch. Radio bears the brunt of the load, as national, state and local candidates and their spokesmen turn to the microphone to sway the electorate. And with it comes the quadrennial headache of the broadcaster, intensified this year by shortages of seasoned manpower, extraordinary demands for time and the confusion resulting from balancing of schedules to ensure equal time for all candidates.

All this activity has revised another issue which long has been dormant, but which may explode anytime. That is the requirement of the law covering sponsor identification, whether it be the selling of candidates or of soap flakes. Section 317 of the Communications Act of 1934 reads:

> All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

That language is clear and unambiguous. It makes mandatory the use of language which will convey to the public the identity of the sponsor. It isn't enough to say, for example, that "The People's Committee" sponsors the program which espouses the candidacy of Joe Doakes for dog-catcher. The audience must be told what the committee is, and the source of its funds. By the same token, in commercial programs there must be fair and forthright identification of the sponsor.

This dissertation is not plucked from the blue. There have been complaints about failure properly to identify sponsorship, and more particularly, political sponsorship. It is up to the advertising agencies placing radio business to see to it that sponsor identity is clearly indicated, and up to network and station management to require adherence to the letter and spirit of Section 317.

BECAUSE this political campaign is going to be won and lost by what people hear, rather than see, acrimony over the radio handling of the campaign already is evident. It will wax hotter, too. Republicans are griping about the "pro-New Deal" commentators over the networks. Democrats are complaining about commentators who they allege lean to Dewey. It depends on whose ox is gored. One thing is certain: Radio isn't helping itself by giving carte blanche to reporters who espouse one cause against the other. In this campaign, particularly, objective reporting is requisite and balance is essential.

CIO-PAC Ratings

IN WHAT appears to be its studied effort to make itself obnoxious to radio, CIO's Political Action Committee now has set up its own radio pussy-footing outfit to check networks and local stations on what is being said about labor. It has created a "national radio monitoring system" which it describes as its latest endeavor to let labor know it has certain air rights.

Previously the CIO-PAC had issued a handbook on radio, exhorting all unions to demand free time, keep written records of refusals and then complain to the FCC. It also had hailed WHKC Columbus, to hearing before the FCC because a political diatribe against Congressional candidates had been rejected. It also is urging unions to get in early on FM.

All this activity is all right, we guess, under our Democratic precepts. Maybe management will start checking labor programs to make sure capital gets an even break. And perhaps a national organization of professional loafers, which owes allegiance to neither capital nor labor will start checking on both, so it can gets its just share of free time.

To us it seems that in these days of total war, energy and money could be diverted to better ends. Certainly radio is too busy with its war job to go about snooping.

Our Respects To —

DR. AUGUSTIN FRIGON

FIFTEEN years ago, when a three-man Royal Commission recommended a national system of broadcasting for Canada. Dr. Augustin Frigon was unknown in broadcasting circles except as the junior and only technical member of the three-man Royal Commission. On Sept. 7, 1944, Dr. Frigon was appointed general manager of Canadian Broadcasting Corp., the organization set up as the result of the Royal Commission report of 1929.

As general manager of the CBC Dr. Frigon not only has the job of administering the ten stations owned and operated by the CBC and the vast system of programming, but also is administrator of the Canadian Broadcasting Act, under which comes operation of all radio broadcasting stations in Canada.

Dr. Frigon has made up for his former anonymity in the broadcasting industry. There is hardly a broadcasting station owner and manager in Canada who has not met the genial, but not too talkative, CBC executive. He has been assistant general manager since the CBC was formed in November, 1936, and has been acting general manager since last November, when Dr. James S. Thomson, general manager, resigned to go back as president of the U. of Saskatchewan. As assistant general manager, Dr. Frigon dealt with the technical and commercial fields of the Canadian broadcasting industry. And in both fields he has met many of the leading technicians and commercial executives of all four major U. S. networks.

Before his entry into broadcasting, Dr. Frigon was director-general of technical education for the province of Quebec. He is still a consultant on technical education in his native province and in his native city of Montreal. A civil and electrical engineer by training, he has also been president of the Quebec Electrical Commission and of the Montreal branch of the Engineering Institute of Canada. He received his Doctor of Science degree at the U. of Paris, after attending the Catholic Commercial Academy at Montreal, the Montreal Polytechnical Institute (of which he was later director), the Massachusetts Institute of Technology, and the Paris School of Higher Electricity. He also holds a doctorate from the U. of Montreal.

Born March 6, 1888, at Montreal, he was appointed to a professorship at the Montreal Polytechnical School in 1910 after taking postgraduate work at M. I. T. The same year he became a consulting engineer for Quebec Public Service Commission. Two years later he opened his own consulting engineering office.

(*Continued on page 38*)

AGAIN...
WMFM SETS THE PACE!

The current season sees WMFM carrying the most complete schedule of football broadcasts in FM history

Under the pioneering sponsorship of the alert Wadhams division of Socony-Vacuum, Russ Winnie, Wisconsin's foremost sports commentator, will bring WMFM listeners his vivid on-the-scene accounts of all 20 University of Wisconsin and Green Bay Packer games.

Wadhams knows sports broadcasts and audiences. For 16 consecutive years they have carried one of the nation's most complete sport schedules, on WTMJ. Programs have included football, baseball, basketball, track, golf, and a six-time-a-week 15-minute sports report.

So it is significant that Frank Casey, sales manager of Wadhams, chose WMFM as well as WTMJ to carry this year's football schedule. It is additional proof of the confidence advertisers have in WMFM.

WMFM has *proven* its technical and program superiority, as well as the intense loyalty of its listeners.

Put these plus values to work for you. Plan now on utilizing the sales-promoting, prestige-building power of WMFM. Include WMFM in your fall schedule.

THE MILWAUKEE JOURNAL FM STATION

It's the Fingers!

Why will the same ball win one game and lose another? The answer is, of course, academic. It's the fingers that put the stuff on that ball that win or lose ball games.

All of which suggests that we again remind you of our ability born of experience, which is winning plenty of "games" for advertisers. We don't just "throw"—we "PITCH"!

If you want America's famous Direct Response Audience, plus skilled pitching fingers, put WMMN on your schedule.

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Our Respects to

(Continued from page 36)

and in 1915 became manager and engineer of Canadian Seigwart Beam Co. In 1917 he went back to educational work as professor at the Montreal Polytechnical Institute. In 1920 he went to Paris as engineer for the Central Laboratory of Electricité; and took advance studies at l'Ecole Superieure d'Electricity de Paris, graduating as an electrical engineer. He then studied at the Sorbonne in the faculty of science and graduated in 1922, a Doctor of Science. He returned to Montreal to educational work and as a member of the National Research Council of Canada.

He has been largely instrumental in the installation in Canada of four 50 kw stations, increasing power of other CBC stations, installing low-power repeater stations in sparsely settled districts, and building a shortwave international broadcasting station for Canada at Sackville, N.B., which is to go into operation late this year. Under his direction CBC engineers started the French Equatorial Africa international shortwave station in 1941. He has had much to do with the actual setting up of two transcontinental networks in Canada, consisting of CBC and privately-owned stations, as well as establishing a French-language network in Quebec province. In the ironing out of these network problems he has met across the conference table and in their own offices, most of Canada's broadcasters and has travelled across Canada to meet the broadcasters and see their problems first hand.

Recently he attended the Canadian Western Assn. of Broadcasters at Banff, Alberta, where he urged the broadcasters to establish the closest possible cooperation with the CBC. "A combination of the CBC and privately-owned stations, in friendly competition whenever possible, will give the Canadian public a fully satisfactory broadcasting service. This must be well understood and fully supported," he told the western broadcasters.

As a technician he keeps closely abreast of broadcasting developments. "The CBC engineering division" he says, "is cooperating closely with all important groups both in the United States and Canada. Financial conditions permitting, the CBC is fully prepared to introduce in Canada all the latest technical developments that will be available after the war."

Dr. Frigon maintains offices in Ottawa and Montreal, where he has his home. He married in 1913 the former Elsie Owen, and they have two children, Raymond and Marguerite. He belongs to the Cercle Universitaire de Montreal, Club Laval-sur-le-Lac, Club Winchester, University Club and is a Rotarian. He is a member of American Institute of Electrical Engineers, Societe Francaise des Electriciens, and the Royal Society of Arts and Manufactures of London.

Personal NOTES

REAR ADMIRAL JOSEPH R. REDMAN, Director of Naval Communications, has returned to his Washington headquarters following a globe-girdling 35,000-mile inspection trip by air covering every primary naval communications installation. He was accompanied by Comdr. J. M. Wenger on the mission, which included Alaska, the Pacific areas, Australia, India and Africa, for the purpose of appraising operating needs, and Adm. Redman predicted vast expansion.

LEONARD W. BROCKINGTON, former chairman of the board of governors of the Canadian Broadcasting Corp., recently reached England by air transport to tour the European battlefields for material for a new series of broadcasts for CBC network.

LUCIE A. BENNETT, daughter of Andrew W. Bennett, Washington radio attorney, on Sept. 21 was married to Maj. Richard A. Powell in Community Church, Miami Beach, Fla.

WORTHINGTON C. LENT, Washington consulting radio engineer, on Sept. 20 married Mary Jane Adams, his former secretary, in Chevy Chase Presbyterian Church, Washington, D.C.

ENS. RICHARD THOMAS, USNR, son of P. M. Thomas, secretary-treasurer of WJR Detroit, is a member of a patrol bomber crew in the Pacific. Ensign Thomas was employed part-time at WJR while attending school before receiving his commission.

BENJAMIN SELVIN, recording director of Muzak Corp. and vice-president of Associated Music Publishers Inc., New York, is the father of a boy.

BERT GEORGES, manager of WHEB Portsmouth, N. H., is the father of a girl.

FRANKLIN O. PEASE and Ann Smith, both of the Philadelphia branch of Ross Federal Service Inc., were married on Sept. 16.

WALTER DALES, manager of CJAT Trail, B. C., has been appointed manager of CKBI Prince Albert, Sask. He is replaced at CJAT by Eric C. Aylen.

GERRY TONKIN, manager, and Jerry Prest, publicity director, of CKBI Prince Albert, Sask., have been appointed to similar posts at the new CKFI Fort Frances, Ont.

JOHN CAMP, former commercial manager of WDAK Columbus, Ga., has joined the sales staff of WOWO-WGL Fort Wayne, Ind.

SGT. FRANK DAVIS, formerly in the accounting dept. of Westinghouse Radio Stations Headquarters staff at KYW Philadelphia, who a month ago was reported missing on an air mission in the Italian War Theatre, has been found.

JAMES S. KEENAN, formerly with WBBM Chicago, has joined WIBC Indianapolis as an account executive.

EUGENE P. WEIL, former account representative at WSGN Birmingham, has joined the Frederic W. Ziv Co. as southern representative of the electrical transcription division. He will represent Ziv in the southern states formerly covered by the late Tad Jacobs.

DON KELLY, promotion manager and publicity director of WLS Chicago, on Nov. 1 will join WBBM Chicago as assistant to Jack Van Volkenberg, assistant manager in charge of the CBS western division. Mr. Kelly joined WLS in 1938 as an announcer. It is expected he will be succeeded by Don Findlayson, his assistant.

ERNEST SHOMO has been appointed sales manager of WBBM Chicago, effective Sept. 25, it was announced last week by J. Kelly Smith, general sales manager of Radio Sales. Mr. Shomo until the present appointment served as eastern sales manager and previous to that was an account executive in the local sales department.

Sam White's Post

SAMUEL R. WHITE, former sales promotion chief of WLW Cincinnati, has been named manager of the newly formed sales promotion and merchandising department of WIRE Indianapolis and the *Indianapolis Star*, Eugene C. Pulliam, president of WIRE and publisher of the *Star*, has announced. Mr. White previously had been in sales promotion and merchandising posts of newspapers and department stores in the East and Midwest.

Sam White

Named Fetzer Aide

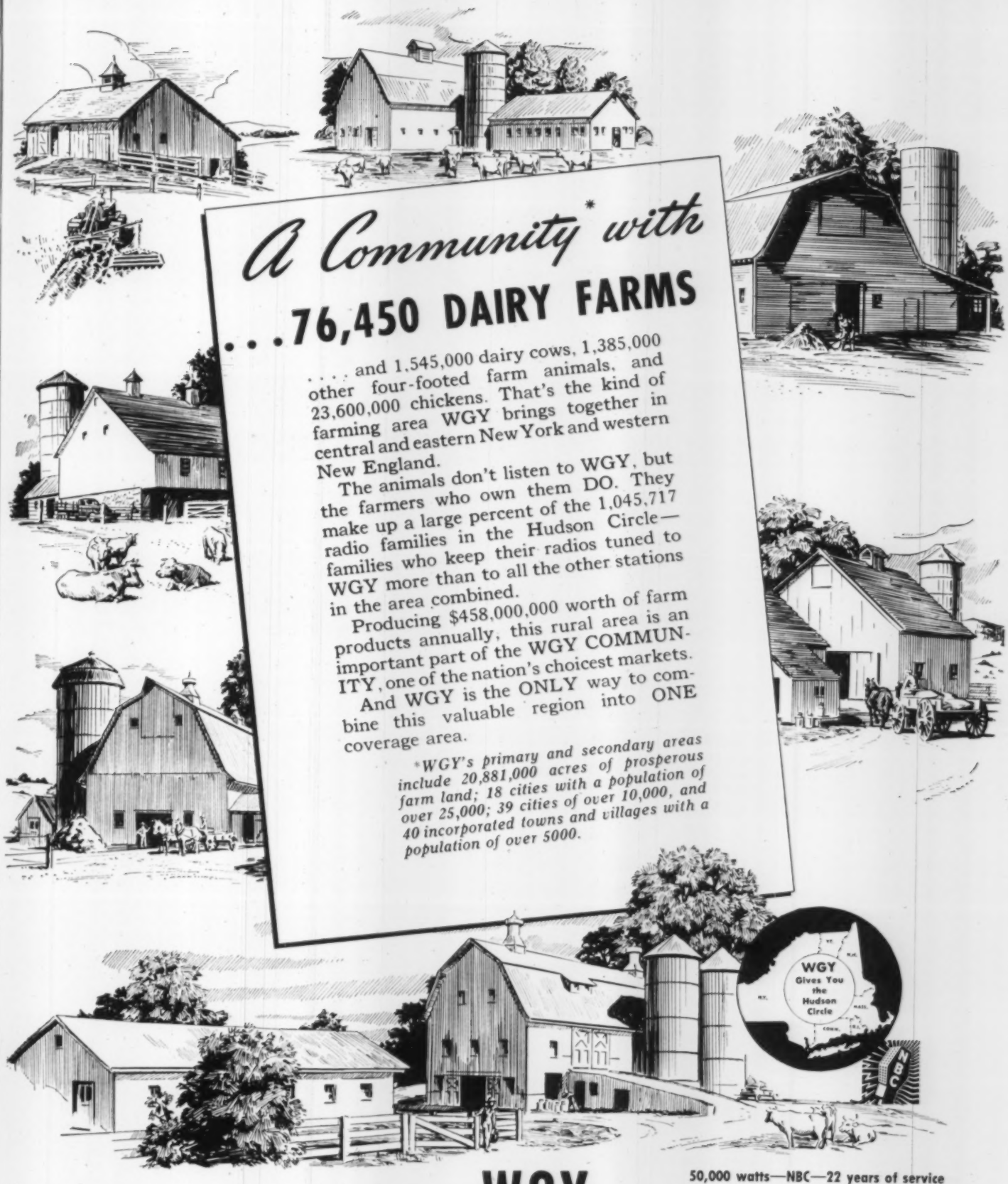
WALLACE WEST, formerly of the shortwave section of the Office of Censorship in New York, has been transferred to Washington where he will be assistant to John E. Fetzer in the broadcast section. Mr. West was formerly employed by CBS, NBC, United Press and Paramount pictures before joining the Office of Censorship nearly two years ago.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS


A Community* with
...76,450 DAIRY FARMS
. . . . and 1,545,000 dairy cows, 1,385,000 other four-footed farm animals, and 23,600,000 chickens. That's the kind of farming area WGY brings together in central and eastern New York and western New England.
The animals don't listen to WGY, but the farmers who own them DO. They make up a large percent of the 1,045,717 radio families in the Hudson Circle—families who keep their radios tuned to WGY more than to all the other stations in the area combined.
Producing $458,000,000 worth of farm products annually, this rural area is an important part of the WGY COMMUNITY, one of the nation's choicest markets.
And WGY is the ONLY way to combine this valuable region into ONE coverage area.
*WGY's primary and secondary areas include 20,881,000 acres of prosperous farm land; 18 cities with a population of over 25,000; 39 cities of over 10,000, and 40 incorporated towns and villages with a population of over 5000.
WGY Gives You the Hudson Circle
NBC
GENERAL ELECTRIC
WGY-193
WGY
50,000 watts—NBC—22 years of service
SCHENECTADY, NEW YORK
Represented Nationally by NBC Spot Sales

KGHL Staff Realignment Names Robischon Head

FRANZ ROBISCHON, former announcer and time salesman at KGHL Billings, Mont. has been named general manager of the station, effective immediately, succeeding Ed Yocum who resigned to accept a post with CBS in Washington, according to C. O. Campbell, president of Northwestern Auto Supply Co., operators of KGHL. Mr. Robischon came to Billings from Kalispell seven years ago. Mr. Yocum will assume his new duties Oct. 15.

Mr. Yocum

At the same time, Mr. Campbell announced the following promotions: Virginia Braunberger, station manager and Harry Turner, chief announcer. Three additions to the KGHL staff are being made. Kenneth Montgomery and Bob Ripley of Kalispell are new to the announcing staff, and Marise Chastain, a native of Texas and a graduate of the NBC radio school in Chicago, has been appointed script writer.

Mr. Robischon

Miss Braunberger

JEROME LAWRENCE, radio writer, for the past two years a writer with the Armed Forces Radio Service, Morale Services Division of the Army, has edited a book on radio writing titled *Off Mike*. (Duell, Sloan & Pearce, N. Y., $2.50.)

BEHIND the MIKE

LT. COMDR. ROBERT R. EDGE, commanding officer of a Coast Guard LST and former sportscaster on WCBW, CBS video station in New York, returned to the station last Thursday as interviewee on *They Were There*, featuring service men back from battlefronts. Commander Edge was recently awarded the Bronze Star "for silencing enemy shore guns and accomplishing the mission assigned to him" on Los Negros in the Admiralties.

JIMMY HINES has rejoined the announcing staff of WFCI Providence, R. I., coming from WEEI Boston. Paul Clinton Hines, formerly of WJHP Jacksonville and WDBO Orlando, Fla., has joined the WFCI announcing staff as Paul Clinton.

Perry Names Rathbun

JACK RATHBUN, general manager and sales manager of WCOA has been named promotional and advertising director of all the John H. Perry radio and newspaper properties in Florida. Perry stations are: WJHP Jacksonville, WTMC Ocala, WDLP Panama City and WCOA Pensacola, while the newspaper interests are the *Ocala Star-Banner*, *Jacksonville Journal*, *Panama City News Herald*, and *Pensacola News Journal*. In his new post Mr. Rathbun, who has been in radio for ten years, will coordinate the newspaper and radio advertising and promotional work of the Perry properties.

ELLEN SWAIN, formerly with KELA Centralia, has joined the continuity department of KIRO Seattle.

JEAN CLOS, WHAS Louisville announcer, has been promoted to production manager of the station. He succeeds Jack Brooks, who resigned to move to California. Frank Allan, formerly with WWL New Orleans, is now an announcer with WHAS.

HARRY RIDGLEY, former actor and writer for Kasper-Gordon Co., recently released by the Marines, has joined WIBC Indianapolis.

MARGARET DUNAWAY, former announcer of WBIG Greensboro, N. C., is now continuity director and women's program director at WCOA Pensacola, Fla. Scott Davis has joined WCOA as announcer.

SAM HAYES, NBC Hollywood newscaster and sports commentator, and Rosamond Frances Hubbard of Hollywood, were married in Tia Juana, Mex., Sept. 16.

PAUL HENNING, writer on CBS *Burns & Allen* show, is the father of a girl.

GEORGE FISHER, announcer of KHJ Hollywood, has been assigned commentator on the five-weekly *Hollywood Spotlight* program on KECA Los Angeles. He replaces Erskine Johnson.

ROYAL ARCH GUNNISON, commentator of WOR-Mutual, has received a citation from the Territory of Alaska for "continuously exposing in his writing and broadcasting, even before Pearl Harbor, the warlike aims and preparations of the Japanese and for the courage he displays in being the first of those correspondents interned by the Japanese to return to the Pacific." Mr. Gunnison returns to the Pacific area shortly for Mutual. The citation was presented through the Chinese Consul General's office in New York.

RAY OLSON, former announcer of WOW Omaha, has joined the announcing staff of WMAQ-NBC Chicago, replacing Bob Murphy, who resigned to free-lance.

BILL FERGUSON, formerly with WFIG Sumter, S. C., is a new addition to the staff of WCOS Columbia.

DICK STEWART, released by the Army, formerly of WLLH Lowell, Mass. and WMEX Boston, has joined the announcing staff of WNBC Hartford.

MERRILYN WENTZ has rejoined KGVO Provo, Utah, assigned to the news and promotion departments.

BENEDICT E. HARDMAN, former news editor of KOB Albuquerque, N. M., has joined the NBC Hollywood news staff.

BOB LAURENCE, radio actor and former announcer of WOV New York and World Broadcasting, has joined the announcing staff of WPEN Philadelphia.

THE "RIGHT COMBINATION!"

GOLD SEAL CO.
Box 681
BISMARCK, N. DAK.

August 12, 1944

Radio Station KFYR
Bismarck, North Dakota

Attention: Mr. Fitzsimmonds, Mgr.

Dear Mr. Fitzsimmonds:

In the distribution of Gold Seal Wax in five northwestern states of North Dakota, South Dakota, Montana, Wyoming and Minnesota, we have, for a period of six months, carried considerable spot announcements over fifteen various radio stations in this locality.

On an actual check of the sales of our merchandise off the shelves of our dealers, and the distribution of the goods to new retail store outlets, we, as a company, feel that the money we spent for advertising over your radio station has given us more direct good than any other money so allocated.

We do not know whether you have a larger listening audience, or whether you have a more dynamic way of telling our story to your customers, or whether your customers are just more susceptable to radio advertising. We do know, however, that we get more direct sales per dollar of advertising money spent over radio station KFYR in Bismarck, than any money otherwise allocated by our company for advertising purposes.

Sincerely yours,
GOLD SEAL COMPANY
Harold Schafer
Harold Schafer

EW/HS

Yes . . . it takes the
"Right Combination"
to do a praiseworthy job of selling.

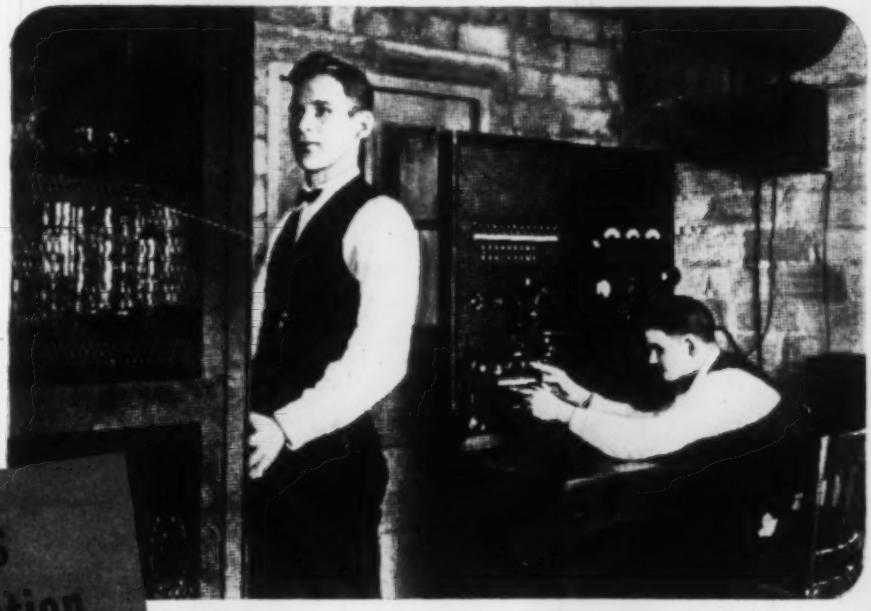
In reply to Mr. Schafer, and you, as a prospective advertiser, KFYR has a LARGER LISTENING AUDIENCE . . . a MORE DYNAMIC WAY OF TELLING YOUR STORY . . . and customers that ARE JUST MORE SUSCEPTIBLE TO RADIO ADVERTISING!

We know this to be a fact because folks here in the Northwest have faith in KFYR . . . a faith built on years of service and outstanding programming.

So . . . it stands to reason! When you place that selling job, large or small, with KFYR . . . the station with "THE RIGHT COMBINATION" the results are bound to be worth "bragging" about.

Let Us Prove It!
Write Us
or
Ask any John Blair Man

KFYR
BISMARCK, N.D.
5000 WATTS
550 KILOCYCLES
NBC



Alabama's FIRST station 22 years ago

. . . is still Alabama's FIRST station today

BEING 22 years old is no guarantee, in itself, of a radio station's excellence. But when the station—for more than two decades—has been a consistent favorite with the people of its state . . . *that means something.*

WAPI is starting its 23rd year of service to Alabama radio listeners. It has taken 22 hard-working years to build and continually better our reputation as *the* station in Birmingham. It's a reputation rooted in much solid achievement . . . in our tested concepts of public service, our standards of entertainment, our stress on educational features, our news reporting, our close attention to befriending both city and farm listeners.

That reputation, so carefully guarded throughout WAPI's 22 years of growth, has paid off in the long-standing loyalty of both our audience and advertisers. Long ago listeners began calling WAPI the "Voice of Alabama"; today they also know us as the voice of CBS in Birmingham, combining the nationwide shows of this great network with our own locally-originated programs, expressly planned for Alabama audiences.

WAPI's advertisers are equally loyal. They know the worth of WAPI's coverage and following. Month after month, *they place more national spot business* with us than with any other station in the state. Local retail advertisers are similarly aware of how WAPI gets results; we're the *only station used year-'round for programs by all six of the city's biggest department stores.*

Twenty-two years ago WAPI was Alabama's first station. Today, a successful veteran in the business of broadcasting, *WAPI is still first.* Radio Sales can tell you more about what we can do for you in this leading Southern market.

WAPI BIRMINGHAM

The Voice of Alabama

COLUMBIA NETWORK

Represented nationally by Radio Sales

Miss Ann Wright
J. Walter Thompson Co.
New York, N. Y.
Dear Ann:
Guess I'm just like a lot of other fellows, for after I've pushed my broom all week I'm ready for some time-off on Saturday afternoons. And being a W. Va. football fan I feel pretty good to know that I can hear all the W. Va. University games broadcast direct from where they're being played. You've really got to hand it to these boys at this station for doing things like this. Even though this state's university is located more than 200 miles from Charleston, WCHS realizes how much these games mean to its listeners. Guess that's why it's willing to lease lines and send its sports announcer direct to the playing fields so that we can hear the games. This is another example of public service that in the long run means a lot to advertisers, don't you think?

Regards, Yours, Algy

W C H S
Charleston, W. Va.

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON
CBS Affiliate

FREE & PETERS - National Representatives

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

JOHNNY NEBLETT, president of Neblett Radio Productions, Chicago, will broadcast for the fifth consecutive year the Ohio State U. football season, starting Sept. 30, on WBNS Columbus, O., for nine weeks, every Saturday, sponsored by Atlantic Refining Co. placed through N. W. Ayer & Son, Philadelphia. Neblett will pilot his own plane back and forth every Saturday to cover the games.

HERBIE KOCH, former soloist-organist for 11 years and choral director at WHAS Louisville, has joined Neblett Radio Productions, Chicago, as production manager.

JERRY BOWMAN, Blue editor of special features, overseas division, New York, is in San Francisco conferring on facilities for expanded coverage of Pacific war theatre.

PHYLLIS CLARKIN, new to radio, has been added to the continuity staff of WHEB Portsmouth, N. H. She replaces Mrs. Jeannette Bell.

HARTWELL DALEY, formerly with WLAW Lawrence, Mass, has been appointed director of news and special events at WHEB Portsmouth, N. H.

BOB LACY, formerly of WLW Cincinnati and now stationed at Camp Wolters, Tex., has been promoted to corporal. He is assigned chief of the radio section, Public Relations Branch, Infantry Replacement Training Center.

HARMON H. HYDE, released from the Army, where he produced among others shows, *Pass in Review* for Mutual, and prior to that program director and commercial manager of WPRO Providence, is now program director of WAAB Worcester.

GORDON COOK, announcer of CJBC Toronto, married Gertrude Kathleen Symons of Regina Sept. 18, at Toronto.

ALLEN STOUT of Knoxville will air U. of Tennessee's 1944 football games for WSM Nashville.

JOE TROTT, announcer of WSPA Spartanburg, S. C., is the father of a girl.

HARRY ABBOTT Jr., 50, brother of Bud Abbott, NBC comedian, died in Hollywood Sept. 19 after an illness of two months. Mr. Abbott was business manager for his brother, who is teamed with Lou Costello in the NBC program sponsored by R. J. Reynolds Tobacco Co. for Camels, Thurs. 10-10:30 p.m. Surviving besides his brother are his widow and two sisters.

HARVEY DOBBS, former announcer and script writer of Metropolitan Broadcasting Service, Toronto, is now free-lancing, with headquarters in Toronto.

BOB DIXON, formerly in the special events department of WTAG Worcester, last week joined the announcing staff of WOR New York.

WELDON ROBINSON, formerly with KABC San Antonio, has joined the announcing staff of KTSA San Antonio. Evelyn Woodley, formerly with WOAI San Antonio, and Lois Roberts, new to radio, have joined the KTSA continuity deparement.

VAN WOODWARD, former assistant to the program manager of WLW Cincinnati, has joined Transamerican Radio & Television Corp., New York, as writer.

EDWARD TOMLINSON, inter-American advisor and analyst of the Blue Network, heard on *Weekly War Journal* starts a two-month lecture tour Oct. 23.

MAX ARMSTRONG, released from the Marine Corps and formerly associated with Gerald Thomas Adv., Fresno, Cal., has joined CBS Hollywood sales promotion department as advertising copywriter.

Vanderwarker Named

GORDON G. VANDERWARKER, assistant sales service manager of the Blue Network, has been named manager of the Blue Network political sales department, as assistant to C. P. Jaeger, national sales manager. Mr. Vanderwarker joined the Blue in January following two years in the Navy from which he received a medical discharge as a lieutenant (j.g.) in November 1943. Previously he had served in the political sales and sales service departments of NBC.

Announcer Dies

BRUCE ROBERTSON, 31, chief announcer of WHB Kansas City, died of a heart attack Sept. 23 in St. Mary's Hospital. He had been seriously ill with a heart ailment for six weeks. Active in radio for the past 12 years, he leaves his wife and son.

MARY AGNES THOMPSON, formerly with KCRC Enid, Okla., and Bettie Jean Givens, graduate of NBC-Northwestern summer radio school, have joined WKY Oklahoma City.

BOB CALDWELL, formerly in the production dept. of WHK Cleveland, has joined the production staff of WNEW New York.

ROSWELL ROGERS, writer on the four-weekly Blue *Lum & Abner* program, is the father of a girl.

WILLIAM E. RAMBO, news editor of KYW Philadelphia, has been named advertising and sales promotion director of the station, succeeding Eleanore Ulmer, who resigned to join *Tide* magazine in New York.

Wamboldt, Byrne Added To Blue Program Sales

EXPANDING its commercial program department operations, the Blue Network this week adds to the department staff M.P. (Bob) Wamboldt and John Byrne, who will share responsibilities with George Brengel and Henry Fox, working under the overall supervision of Adrian Samish, national production manager. Set up originally to work on production and development of commercially sponsored Blue package shows, the department now will extend its work to cover network-built sustaining programs designed for sale, and to general program supervision of "public interest" shows not available as commercials.

Mr. Wamboldt

Commercial program supervisor of the Blue from October 1943 to March of this year, Mr. Wamboldt returns to the network after a six-months' interval during which he represented Philco Corp., and its agency in the production of *Hall of Fame* and its summer replacement on the Blue. Before joining the network last year, he was account executive for these years with Compton Adv., New York. Mr. Byrne has had experience as actor, writer, director and manager in radio, films and legitimate theatre. He created the *Prudential Family Hour*, sponsored on CBS by Prudential Life Insurance Co.

KXOK'S CAKE is supposed to be the center of attraction for this birthday picture. The young ladies, Jennifer Jones, Academy Award winner (l) and Anita Colby, director of Vanguard Films are there to help Chet Thomas, the St. Louis station's general manager in the celebration. Guest of Honor was *Breakfast Club's* songstress, Nancy Martin. The sixth birthday party was held at the Statler Hotel in St. Louis, attended by 400 guests.

Suchard Spots

WILBUR-SUCHARD CHOCOLATE Co., Lititz, Pa., is engaged in a spot radio campaign for Suchard chocolates which will be carried on 13 Midwest and Eastern stations through to the end of this year. Drive entered its first stages Aug. 1, with the appointment of Badger, Browning & Hersey, New York, as agency. Schedule calls for 15-second live station breaks at varying times on WMAL WNEW WEBR WBNY WCFL WIND CKLW WKRC WHK WIP WORK WJAS, with WNBC to be added in October.

WLS Renews Blue

WLS Chicago has renewed its contract with the Blue Network for another year, according to Blue Network headquarters in New York. Intermittently officials of the Blue have conferred with Burridge Butler, publisher of the *Prairie Farmer* and president of WLS, and Glenn A. G. Snyder, vice-president and general manager, regarding purchase of the Chicago station, so that the Blue would have a fulltime outlet in that city. WLS shares time with WENR, Blue O&O station, and they jointly operate the 50,000 w transmitter on 890 kc.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

VOTE for HARTFORD!

As the post-war area most likely to succeed, vote for Hartford! Send for market study showing Hartford's position in relation to the U. S. A. for 1943 and pre-war period. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

USE WDRC TO CONNECT IN CONNECTICUT

ALMA KITCHELL AND HER PIN-UP BOYS!!

They are twice as plentiful since WJZ strengthened its Signal

There is a lot of wallop to this new WJZ signal, now being broadcast from a transmitter site 23 miles closer to Greater New York.

Recent results produced by the "Woman's Exchange" conducted by Alma Kitchell are ample proof of the clearer, better reception of WJZ.

Alma this summer promoted a sewing contest* and got twice as many entries as were produced in the same competition last year by another major New York station.

Another example: the manufacturer of a moth spray bought the Woman's Exchange program and the new WJZ signal. When the 6-week campaign ended, the enthusiastic client wrote: "... We are completing the follow-up on the tremendous amount of inquiries you brought in ... It is impossible to even estimate the full effects of your efforts."

Successes such as these are possible because the clearer and greater signal of WJZ now reaches 7 million more people within the 50-millivolt area and an additional 11 million within the half-millivolt contour.

That's real broadcasting news for us at WJZ and for anyone who has anything to sell to the women (and their men-folk) of this fabulously wealthy and ready-spending market.

*Contestants in the Kitchell Sewing Contest had to buy patterns, cloth, thread and accessories, and make a complete garment to enter.

WJZ

your strongest voice in the World's Richest Market

KEY STATION OF THE BLUE NETWORK

770 on your dial

Maximum Coverage

Radio station managers and engineers prefer Lehigh vertical radiators because THEY KNOW that Lehigh towers are unexcelled for intensified coverage. Lehigh has the know-how of many years of experience in constructing the best vertical radiators in the business.

Lehigh is now producing for Victory. After Victory, for FM, AM or television.

BUY LEHIGH

•

Radio Division

LEHIGH

STRUCTURAL STEEL CO.

17 BATTERY PL., NEW YORK 4, N. Y.
Plant at Allentown, Penn.
Offices in Principal Cities

"It's a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry will prove it.

WIZE Springfield Ohio...

WEED & CO. National Representatives

for SMN* it's WHN

DIAL—1050
50,000 WATTS

* SPORTS · MUSIC · NEWS

WTAG Plan for World Harmony

Evolves Weekly Forum Devoted to Study Of One Ally

By DAVID H. HARRIS
Program-Production Manager
WTAG Worcester, Mass.

MR. HARRIS began his broadcasting career in 1928 as a radio copywriter in a Grand Rapids advertising agency. Two years later he became an announcer at WELL Battle Creek and later transferred to the programming department. In 1933 he joined WOOD-WASH Grand Rapids, where he served as traffic and production manager until 1941 when he became associated with WXYZ and seven other stations comprising the Michigan Network. In 1942 he became a member of the WTAG Worcester staff.

BROADCASTERS can play a vital role in the postwar era by assumption of responsibility in the adoption of new ideas, renewed vigor and inspiration. In the new world which lies ahead, no station is too small nor too large to experiment in tracing a path toward progress. WTAG has formulated plans and laid the groundwork for a United Nations project which is to get underway this week. Arrangements were made possible through the valuable assistance of John H. MacDonell, director of the Broadcast Division, United Nations Information Office.

Mr. Harris

Seek an Understanding

The undertaking will be known as *Worcester and the World*, with each week, for six months, devoted to one of our United Nations allies. Each week one of these countries and its peoples will be the object of a city-wide observance, with all information, entertainment, and educational sources in the city devoting their energies to stimulating understanding of that particular country.

Thus, during "French Week", all segments of the public will be reached time after time through all media of expression—radio, newspapers, lectures, churches, libraries, art museums, department stores, and theaters. Through this project, we hope to build new understanding in the Central New England area of the peoples and countries with which we have been allied during the war and with whom we must work in harmony in the postwar years.

The idea grew from our pleasant relations with the British Broadcasting Corp. In the past two years, E. E. Hill, managing director of WTAG, and I have worked with BBC in arranging programs designed to depict British mode of life, their similarities and dissimilarities to us.

Need for Action

It was felt that now, with the war in Europe drawing to a climax, it would be possible to do a similar educational job with all our United Nations allies. Now was the time to offer our audience something new, to stop *talking* about United Nations cooperation and embark on some *action*.

We realized, too, that the postwar viewpoint of our listeners would be changed, that it had not remained stagnant during the years of a second World War in which brothers, fathers and husbands had left home to die or return wounded or ill in mind.

The returned veterans themselves would be matured beyond their years. They had seen too much to come back to a way of life foreign to their expanded outlook. We felt we must show these boys and their families that our thinking was akin to theirs, that we were not thinking, in 1944, in terms of 1929 or 1939.

As our project developed, we decided not to limit it to radio alone but to include the entire city of Worcester, to demonstrate the effective job radio can do in being the sparkplug of a major effort affecting the entire area.

Representative Committee

A committee, comprising representatives of numerous groups throughout the city, was therefore formed under the leadership of Mayor William A. Bennett. Each week the mayor will issue a proclamation naming it "French Week," "Belgian Week," etc.

To mark the inauguration of the campaign, the CBS *Peoples Platform* was to originate from Worcester Sept. 30.

Our plans at WTAG call for a radio forum Thursdays from Clark U. The significance we attach to the entire project will be readily seen by the fact that we have cancelled a network commercial to broadcast the forum to our listeners. Speakers will include an eminent representative of the country of the week, a professor from a New England college, a citizen, and Dr. Wallace W. Atwood, president of Clark U., who will be forum chairman.

We are also scheduling shortwave broadcasts in English wherever possible from the country of the week. In addition, we are arranging for transcribed announcements in which prominent personalities of the countries will send greetings to our area, and we will include songs of the nation in our musical programs and other information of a similar nature in our women's programs.

Working with us with wholehearted support are the various other groups represented on the mayor's committee .

George F. Booth, editor and publisher, and M. H. Williams, managing editor of the *Worcester Telegram*, *The Evening Gazette*, and the *Sunday Telegram* have offered the full facilities of their newspapers in covering the project. The magazine section of the *Sunday Telegram* will carry a 1500-word story on the country being honored.

The library will use a display of books about each country; the art museum is offering its capacities for exhibits on art of the countries; prominent women of the United Nations will be brought to Worcester to speak before women's groups; and other speakers are being booked before groups such as the Foreign Policy Association, Economic Club, Rotary Club, and Kiwanians.

The city's theaters will use lobby displays and documentary films; retail stores will make available window space for exhibits; sermons will be devoted to the people of the country being saluted.

As the project grows, many new and perhaps untried formulas may present themselves for further development, but we believe we have here the working chemicals for a hitherto untried experiment, for a city-wide laboratory test in the city of Worcester which we hope will provide radio and other groups throughout the nation with a model from which they can pattern their own postwar plans.

Bunte on 29

BUNTE BROTHERS, Chicago (coughdrops), started sponsorship of one-minute spots and chain breaks four to six times weekly Oct. 1 on the following stations: WHO WOW WGN KMBC WKZO WJR KDAL WTMJ WISH KSTP WTCN KFH WSAM KFAB WIBW KOA KFEL KXOK WMT WTAM WGAR KGO KJBS WDAY WIBA WNAX KSOO WAIT, WLW. The 26-week contracts were placed by Presba, Fellers & Presba, Chicago.

Hall Bros. on Blue

HALL BROS., Kansas City (Hallmark greeting cards), on Oct. 1 starts sponsoring *Life With Charlotte*, on Blue stations, Sunday, 3-3:30 p.m. (EWT). Program which served as summer replacement for NBC *Bob Hope Show*, is packaged and owned by Martin Broones and John Guedel. Agency is Foote, Cone & Belding, Chicago.

182,826 Man Hours of RESEARCH

Since Pearl Harbor, International Detrola research engineers have logged this amazing total in their successful efforts to develop and improve Mine Detectors, Aircraft Radio Transmitters, and Receivers, and many other important military electronic devices. The company's other engineering groups also have made great contribution to the quality and volume of electronic weapons streaming from its efficient Detroit assembly lines to the many battlefronts of Victory. The same engineering inventiveness and trained imagination will be an inseparable quality of Detrola-built Radio Receivers, Television Receivers, Automatic Record Changers, and other electronic instruments.

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • DEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN PRESIDENT

BUY MORE WAR BONDS

WCBM blue

A QUALITY STATION

with MASS APPEAL

in a

RICH MARKET

WCBM

BALTIMORE

The BLUE Network Station

John Elmer, President

Geo. H. Roeder, Gen. Manager

FREE & PETERS, INC.

Exclusive National Representatives

The Texas Rangers

NOW BACK AGAIN

on

KYW

Philadelphia

Selling

Groves Cold Tablets

GEORGE E. HALLEY

TEXAS RANGERS LIBRARY

HOTEL PICKWICK, KANSAS CITY 6, MO.

AN ARTHUR B. CHURCH PRODUCTION

Agencies

PHILIP W. LENNEN, president, and Robert W. Orr, executive vice-president of Lennen & Mitchell, New York, left the city last week for Hollywood to line up final plans for P. Lorillard Co.'s new programs on NBC and CBS and prepare for the opening of L&M's new office there to handle both Old Gold and Andrew Jergens Co. shows.

CHARLES A. WOLCOTT, former director of research and media for Dancer-Fitzgerald-Sample, Chicago, has joined A. C. Nielsen Co., Chicago, as vice-president. Mr. Wolcott entered the agency field in 1941 and before that was in charge of sales and client service for Daniel Starch & Staff, N. Y.

H. E. CHRISTIANSEN resigned last week from Henri, Hurst & McDonald, Chicago, as vice-president, to organize the Christiansen Adv. Agency with offices at 221 N. LaSalle St., Chicago. Telephone is State 6704. Mr. Christiansen was formerly with the *Comic Weekly*, Hearst Publications, Chicago, and prior to that with *Business Week*. New agency handles the E. L. Bruce Co., Memphis (floor finishes) advertising campaign which includes radio.

WICK CRIDER, radio publicity head of J. Walter Thompson, New York, on Sept. 29 left on an annual three-week radio publicity and promotion tour. Trip will take him to 17 cities in behalf of the Frank Sinatra program sponsored by Lever Bros., Cambridge, Mass. for Vimms vitamins on CBS and the 10th anniversary of Lever's *Lux Radio Theatre* on CBS.

REGINALD COGLAN and Winifred Graham have joined the copy department of Compton Adv., New York. Mr. Coglan formerly was assistant advertising manager of McKesson & Robbins, Bridgeport, Conn. Previous to that he was division sales manager of Gulf Refining Corp., Pittsburgh. Miss Graham, authoress, was former advertising manager of the children's division of Marshall Field & Co., Chicago.

2D. LT. EUGENE N. ANTELL, former assistant to Freeman Keyes, president of Russel M. Seeds Co., Chicago, now stationed at Ft. Meade, Md., has been promoted to first lieutenant.

ROS METZGER, vice-president and radio director of Ruthrauff & Ryan, Chicago, was appointed chairman of the Community War Fund, radio division, last week.

KALMAN B. DRUCK, director on research development of Carl Byoir Assoc., New York, will give courses in public relations, and in advertising at the College of the City of New York.

THOMAS D'ARCY BROPHY, president, Kenyon & Eckhardt Inc., New York, has been elected to the executive committee of the National War Fund.

DONALD B. FORESMAN, account executive of Hazard Adv. Co., New York, has been appointed a vice-president of the agency.

CHARLES A. HAMMARSTROM, former account executive of Kelly, Nason Inc. and Kenyon & Eckhardt, New York, has joined Morse International, New York to organize a marketing department for postwar advertising for clients as part of a projected expansion of the agency's operations. Mr. Hammarstrom will also work as account executive on Prince Matchabelli, Paul H. Raymer, New York, station representative, and the Eterna Watch Co. of America.

RUTH ROSS, former partner of Albert M. Ross Assoc., New York, industrial relations counsellor, and previously with J. Walter Thompson Co., New York, has joined the copy staff of Duane Jones Co., New York.

Agency Video Tests

CECIL & PRESBREY, New York, is conducting experimental telecasts in the 8:15-8:45 Sunday period on WABD New York, the DuMont station, for various clients including Lamont, Corliss & Co., New York (Toll House Cookies made from Nestle's Semi-Sweet Chocolate); George Washington Coffee Refining Co., Morris Plains, N. J. (instant broth); Art Metal Works Inc., Newark (Ronson lighters); Quaker Lace Co., New York (hosiery); and Trencher Furs Inc., New York.

RICHARD W. JANNEY, formerly with Curtis Publishing Co., has joined Dancer-Fitzgerald-Sample, Chicago, as account executive on Dreft, P&G product.

HELENJEAN FOLEY, formerly with Russel M. Seeds, Chicago, has joined the research staff of Goldman & Gross, Chicago.

J. LEE FITZGERALD, formerly with Lord & Thomas, Chicago, has joined Goldman & Gross, Chicago, as an account executive.

SHIRLEY KUNIN, formerly with the advertising department of Salley Frocks, Chicago, has joined the copy staff of Kuttner & Kuttner, Chicago.

WILLIAM C. BARTLESON, formerly of Foote, Cone & Belding, has joined Buchen Co., Chicago, in the merchandising and marketing department.

JESS H. CLOUD, former chief copywriter of Oakite Products Inc., New York, has been added to the San Francisco staff of Pacific Coast Adv. Co. to work on radio and visual advertising.

EDWARD M. RAYNOLDS, former assistant to the manager of research of Curtis Pub. Co., New York, has joined Doherty, Clifford & Shenfield Inc., New York, as director of research. Prior to his associaiton with Curtis, Mr. Raynolds was in charge of consumer research at the London office of J. Walter Thompson Co., New York.

OTTO A. STELLER, 54, executive of Steller-Millar Adv., Los Angeles agency, died Sept. 15 in his office following a heart attack. He was widely known in West Coast advertising. Surviving are his widow, Hilda, and a son, Jack.

WILLIAM M. WIDER, former assistant advertising manager of Hyde Park Brewers and more recently on the sales staff of KMOX St. Louis, has joined Westheimer & Co. Adv., St. Louis, as an account executive.

STORRS J. CASE, former director of advertising for the Plymouth division, Chrysler Corp., Detroit; Lowell H. Stormont, formerly in the Army Air Forces and previous to that director of advertising of Real Silk Hosiery Mills, Indianapolis, and Charles P. Tyler, former account executive with McCann-Erickson, Chicago and New York, and BBDO, Chicago, have joined J. Walter Thompson Co., Chicago, as account executives on the Ford Motor Co. account.

ANNE KELLY, who has been with NBC and more recently the Blue for 14 years, on Oct. 2 joins William Morris Agency, New York, to work on the Borden Co. Blue program, *Happy Island*.

MANNY MANHEIM, associated with the script-writing department of J. Walter Thompson Co., New York, for seven years, has resigned. Mr. Manheim has been writing the Jackie Gleason-Les Tremayne show, sponsored on NBC by P. Lorillard Co. for Old Gold cigarettes. Mr. Manheim is understood to be going to the West Coast, but has not announced plans.

HAROLD KLAUS, advertising manager of Little Tot Food Products Co. for the past five years, has been appointed vice-president of Byron Keating Co., Cincinnati, and will supervise the creative department of the new agency. Additions to the copy staff include Amos Twombley, formerly with Blackett-Sample-Hummert, and Dorothy Solon, food editor for several midwest newspapers.

MAURICE MacDONALD, former writer-producer for KIRO Seattle, has joined Bob Nichols Adv. Agency.

J. WALTER THOMPSON Co., New York, will shortly open a Detroit office in the Buell Bldg. to service the Ford Motor Co. account. Harry J. Mitchell, vice-president and account executive on Ford, will be in charge of the office.

FLORENCE ORTMAN, Hollywood producer of McCann-Erickson, on the CBS *Dr. Christian* show, and Lt. Harwell W. Proffitt, U. S. Navy, were married in San Francisco in early September.

JOHN COYLE, formerly of United Artists publicity department, has joined Young & Rubicam, Hollywood, as assistant to Robert H. Mucks, West Coast radio publicity director.

LESLIE I. MAYES, former manager of Beaumont & Hohman, Kansas City, has joined the executive staff of Howard H. Monk & Assoc., Rockford, Ill.

GLAN HEISCH, program director of KNX Hollywood, has resigned to join McCann-Erickson as production executive on Emerson Drug account.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

COMIN' AT YOU!

Buy War Bonds

. . . and some for all!

Here comes aluminum . . . rolling out to meet the highest *record* demand in its history . . . and back to do a bigger and better job in PRESTO RECORDING DISCS!

PRESTO *ALUMINUM* RECORDING DISCS are now available in 12, 13½, 16 and 17¼ inch sizes. That's *good news* for broadcasting stations, recording studios and schools all over the nation . . . who know through valued experience that PRESTO is simpler to handle—doesn't require fussy adjustments . . . and, in fact, is the smoothest cutting disc they've ever used!

Order PRESTO ALUMINUM DISCS from your regular electronics distributor. May we suggest that you split your order—50% aluminum and 50% glass base for the time being, so that we can fairly distribute PRESTO ALUMINUM DISCS over the first big demand?

PRESTO RECORDING CORPORATION

242 West 55th Street **New York 19, N. Y., U. S. A.**

Walter P. Downs Ltd., in Canada

Buffalo's Greatest Regional Coverage

WGR

550 K.C.

IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION

Radio Advertisers

QUAKER OATS Co., Chicago, on Oct. 7 will begin sponsorship of one-spot announcement weekly on WLS Chicago, WCCO Minneapolis, WDZ Tuscola, Ill., and WOWO Fort Wayne. Contracts are for 26 weeks thru Sherman & Marquette, Chicago.

H. J. HEINZ Co., Pittsburgh, is promoting Kosher products as sponsor of twice-weekly broadcasts of *The Jewish Philosopher* on WEVD New York. Business placed through Joshua S. Epstein Co., New York.

ALBERT W. SHERER, advertising manager of National Biscuit Co., and for the past year active as a member of the public information committee of the Grocery Manufacturers Assn., has joined McCann-Erickson Inc. as a vice-president with headquarters in the Chicago office. Mr. Sherer has served in the past as manager of the Chicago office of Curtis Pub. Co., and previously as executive vice-president of the former Lord & Thomas agency in Chicago.

KASSER Distillers Products Corp., Philadelphia, has named Harry Feigenbaum Adv., Philadelphia, to handle advertising for Kasser Imported Brandy and Kings Imported Wine. Media to be used includes radio.

JOY CANDY SHOPS, Chicago is sponsoring spot announcements on WGN WENR WAIT WBBM Chicago. Contracts are for 52 weeks, through Malcolm Howard Adv., Chicago.

Cocilana Resumes

COCILANA Inc., Brooklyn, about Oct. 9 starts its fall and winter spot radio campaign for Cocilana cough drops. Schedule calls for live announcements, transcribed spots, news and musical programs at varying frequencies for 20 weeks on 75 stations. Disc features the team of Lanny & Ginger, in musical jingles. Agency is Al Paul Lefton Co., New York.

DOUBLEDAY-DORAN Bookshops, New York, on Oct. 15 will present an adaptation of Virginia Perdue's *Alarum and Excursion* on WABD New York, the DuMont station. Program if successful may be the forerunner of weekly television versions of books with the bookshop securing the various publishers as sponsors. The Television Workshop, New York, will produce.

ROSE'S 5-10-25c Stores Inc., Henderson, N. C. (chain), has started a radio test campaign. Business is placed through Nathan Frank Adv., Roanoke Rapids, N. C.

LITE SOAP Co., Aurora, Ill., began sponsorship of a quarter-hour show titled *The Lite Gossip Club*, featuring Bob Carter as m.c., Oct. 2, five times weekly on WCFL Chicago. Program which is owned and produced by Nellett Radio Productions, was placed for 52 weeks by the L. W. Ramsey Co. Chicago.

BEECHAM & ASSOCIATED Products, Bloomfield, N. J., to promote Brylcreme, hair preparation, is sponsoring ten-weekly announcements on WMAL Washington and five-weekly news programs on WOL Washington. Campaign started in September. Agency is Atherton & Currier, New York.

ALTO VINEYARDS Co., Fresno, Cal., has appointed L. H. Hartman Co., New York, to handle advertising. Agency is working on Media plans which will include radio, newspapers and magazines.

FREDERICH H. NICHOLS, former manager of BBDO's Kansas City office, recently account executive at Kenyon & Eckhardt, New York, has joined Siboney Distilling Corp., Philadelphia, as general sales and advertising manager.

SIERRA CANDY Co., San Francisco, on Sept. 24 started *Music Sweets*, program of popular melodies from operettas and musical shows, on KQW San Francisco. Also signed to carry the program are KROY KGB KHSL KVCV KIEM KFJI KFBK KPMC KOH. Agency is Robert Young Adv., San Francisco.

FARMER'S WIFE

It's fun working when you don't *have* to. Her husband is one of the richest farmers in the U.S.A. . . . from Central California where the average farm income was *$8,797 last year.*

The *Beeline,* with its 41 primary counties is the only combination of stations that can properly cover *Central California plus Western Nevada.*

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.

THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative

5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED

ROSEFIELD Packing Co., Oakland, Cal., has signed a 52-week contract with WOR New York effective Oct. 1 for sponsorship of a weekly half-hour transcription featuring Hollywood stars, to promote Skippy Peanut Butter. Agency is Garfield & Guild, San Francisco.

BURKHARDT BREWING Co., Akron, on Oct. 2 starts full-hour *Burkhardt String Symphonette*, Monday, on WADC Akron, WAKR Akron, WLOK Lima and WIZE Springfield, O. Contract for 26 weeks was placed through Busbey Adv., Akron.

LIVE FOOD PRODUCTS Co., Burbank, Cal. (health foods), adding to its schedule on Oct. 9 starts sponsoring thrice-weekly quarter-hour transcribed *The Health Builder* on WIBM Jackson, Mich. Contract is for 13 weeks. Agency is The Mayers Co., Los Angeles.

PETROL Corp., Los Angeles (PDQ gas, oil), during 13-week period started Sept. 25, is using a total of 390 spot announcements on five Southern California stations. List includes KTMS KFSD KGB KPRO KFXM. Agency is Raymond R. Morgan Co., Hollywood.

KELLOGG Co., Battle Creek, Mich. (cereals), Oct. 16 starts sponsoring *Tom Breneman Highlights* on Blue Pacific stations, Monday 9:30-10 p.m. (PWT), with transcribed repeat. Featuring comedy high spots transcribed from *Breakfast at Sardi's*, daily morning show which Breneman m.c.'s on that network, new series will include orchestra and vocalist, with Breneman presiding. Cereal firm also sponsors participation schedule in *Breakfast at Sardi's*. Kenyon & Eckhardt services account.

LEDERLE LABS., Philadelphia, producers of biologicals and anti-toxins, is preparing to enter radio with a series aimed chiefly at physicians, surgeons and scientists. Program is to present latest developments and data in the medical field.

F. S. AUGER, former director of A. McKim Ltd., Montreal, has been appointed advertising manager of Procter & Gamble Co. of Toronto, Canada.

WILLARD's Chocolates, Toronto, has started transcribed *Show Shop With Roly Young*, on a number of Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

HOBBS GLASS, London, Ont., has appointed J. Walter Thompson Co., Toronto, to handle advertising of its new glass products and postwar plasties products. No radio plans have been formulated.

WORCESTER GAS LIGHT Co., Worcester, Mass., is sponsoring *Gaslight Gaieties* Thursday 9:30-9:45 p.m. on WAAB Worcester.

FRANCIS H. LEGGETT & Co., New York, to promote Premier canned foods in the foreign language market, Oct. 2 starts *Meet Miriam Kressyn* on thrice-weekly quarter-hour basis on WEVD New York. Agency is Joseph Jacobs Jewish Market Organization, New York.

ATLAS BREWING Co., Chicago, will sponsor the eleven game schedule of the Chicago Bears, pro-football team, 1944 season starting Sept. 24 on WIND Chicago. Contract was placed through Olian Adv., Chicago.

BECKER-BISCHOFF CHEMICAL Co., St. Louis ("Jitter Bug" insect repellent), has appointed Anfenger Adv. Agency, St. Louis, to handle advertising campaign.

QUAKER OATS Co., Chicago, has appointed Sherman & Marquette, Chicago, to handle advertising for Pettijohn's Wheat Cereal. Radio is being considered.

PEOPLES Credit Jewelers, Toronto (chain stores), has started half-hour Sunday evening transcribed musical program on CFRB Toronto, CHML Hamilton and CKCO Ottawa. Account was placed by MacLaren Adv. Co., Toronto.

LAURA SECORD Candy Shops, Toronto (chain stores), has started musical quarter hour five-times weekly on Ontario and Quebec stations. Account was placed by Cockfield Brown & Co., Toronto.

MOTHER PARKER TEA Co., Toronto, is to start a series of spot announcements on a number of Ontario stations at an early date. Account is being placed by A. J. Denne & Co., Toronto.

DRUG TRADING Co., Toronto (proprietary), on Oct. 11 starts *Musical Myriorama* on CFRB CKCO CHML, Wednesday 9:30-10 p.m. Agency is J. J. Gibbons, Toronto.

Flex-O-Glass Spots

FLEX-O-GLASS Mfrs., Chicago, began sponsorship Oct. 1 of 5, 10 and 15 minute spots on the following stations: KLRA KFBK KIDO WLS WMBD WDZ WHO KMA WIBW KFBI WCSH WEEI WJR WDGY KMOX KWTO KGHL KMMJ KFAB WOW WOR WHAM WGY WDAY WLW WTAM KVOO KOIN KDKA KSOO WNAX WFAA KSO KIRO KHQ KMBC KILO KFYR WHCU. Contracts vary from eight to 26 weeks. Agency is Preba, Fellers & Presba, Chicago.

Bisceglia Expands

BISCEGLIA BROS. Corp., Philadelphia, has increased its spot radio schedule for wines to include 24 announcements weekly on WMEX and WCOP Boston and five-minute programs on WGAS Chicago. In the New York area Bisceglia uses a total of 40 spots weekly on WHOM and WOV, latest contract on latter station calling for 312 spots. Agency is Pettinella Adv., New York.

Fibber's Return

S. C. JOHNSON & SON, Racine, Wis., on Oct. 3 resumes *Fibber McGee & Molly* on 134 NBC stations, Tuesday, 9:30-10 p.m. (EWT). Starring Jim and Marian Jordan talent lineup for series includes Arthur Q. Bryan, Shirley Mitchell, Marlin Hurt. Billy Mills continues as musical director, with King's Men, male quartet. Harlow Wilcox is announcer. Don Quinn writes the show. Agency is Needham, Louis & Brorby.

"Maybe we shouldn't have been swimming. WFDF Flint said there's a camouflage school near here."

COLUMBIA NETWORK
WKBW
1520 K.C.
BUFFALO'S ONLY 50,000 WATT STATION
DAY and NIGHT
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative
FREE & PETERS, INC.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY Schenectady

United Baking Co., Schenectady, 4 *sa* weekly, 26 weeks, direct.
MacFadden Publications, New York (*True Story*), 3 *t*, thru Raymond Spector Co., N. Y.
RKO Radio Pictures, Albany (movie), *sa*, direct.
Leaf Gum Co., Chicago, 13 *ta*, thru Bozell & Jacobs, Chicago.
I. J. Grass Noodle Co., Chicago (noodle soup), 104 *sa*, thru Charles Silver & Co., Chicago.
Kendall Mfg. Co., Lawrence, Mass. (soapine), 14 *sa* weekly, thru Badger & Browning, Boston.
Vick Chemical Co., New York (Vaporub, Vitamins-Plus), 166 *t*, thru Morse International, N. Y.
Longines-Wittnauer Co., New York (watches), 39 *t*, thru Arthur Rosenburg Co., N. Y.
Flex-O-Glass Mfg. Co., Chicago (Warp products), 24 *t*, thru Presba, Fellers & Presba, Chicago.
United Wallpaper Factories, Chicago, 312 *sa*, thru MacFarland-Aveyard & Co., Chicago.
Radbill Oil Co., Philadelphia (dry cleaner), 39 *sa*, 13 weeks, thru Harry Feigenbaum Agency, Philadelphia.
William Wise & Co., New York (Pictorial History of World War II), 2 *sa*, thru Huber, Hoge & Sons, N. Y.
Babson Bros., Syracuse (dairy equipment), 13 *sp*, thru Fogerty Co., Chicago.

KMBC Hollywood

Bohemian Distributing Co., Los Angeles (Acme beer), *sp* weekly, 13 weeks, thru Brisacher, Van Norden & Staff, Los Angeles.
Londonderry Ice Cream Mix, San Francisco, 5 *sp* weekly, 13 weeks, thru Brisacher, Van Norden & Staff, San Francisco.
Jests Inc., Brooklyn, 5 *sa* weekly, 52 weeks, thru Joseph Katz Co., Baltimore.

WMAQ Chicago

Skelly Oil Co., Kansas City, Mo., 6 *ne* weekly, 52 weeks, thru Henri, Hurst & McDonald, Chicago.

KYW Philadelphia

Bond Stores, New York (men's clothing), 6 *sp* weekly, 52 weeks, thru Neff-Rogow, N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 3 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* weekly, thru Duane Jones, N. Y.
Maryland Pharmaceutical Co., Baltimore, (Rem), 13 *sa* weekly, 26 weeks, thru Joseph Katz Co., Baltimore.
RCA-Victor Corp., Camden, N. J. (Victor records), 5 *sa* weekly, direct.
C. A. Briggs Co., Cambridge, Mass. (H-B Cough Drops), 2 *sa* weekly, thru Horton-Noyes, Providence, R. I.
J. B. Carr Biscuit Co., Wilkes-Barre, 3 *sa* weekly, 13 weeks, thru Lynn-Fieldhouse, Wilkes-Barre.
Keystone Macaroni Co., Philadelphia (San Giorgio Macaroni), 5 *sa* weekly, thru James G. Lamb, Philadelphia.
Lambert Pharmacal Co., St. Louis (Listerine tooth powder), 3 *sa* weekly, 13 weeks, thru Lambert & Feasley, N. Y.
Pure Food Co., Mamaromeck, N. Y. (Herbox bullion cubes), 5 *sa* weekly, 13 weeks, thru J. M. Mathes, Inc., N. Y.
General Baking Co., New York (Bond bread), 6 *sa* weekly, 52 weeks, thru Ivey & Ellington, Philadelphia.
Miss Swank Inc., New York (women's slips), *tp* weekly, 13 weeks, thru Hirshon-Garfield, N. Y.
Minwax Co., New York (liquid floor wax), 2 *sa* weekly, 13 weeks, thru R. T. O'Connell, N. Y.

KFRC San Francisco

Pacific Greyhound Bus Lines, San Francisco (transportation), *sp* weekly, 62 weeks, thru Beaumont & Hohman, San Francisco.
Grace Bros. Brewing Co., San Francisco, 3 *ne* weekly, 52 weeks, thru Geo. I. Lynn Adv. Agency, San Francisco.
Valley Produce Co., San Francisco (New Zealand spinach), 3 *sa* weekly, direct.
Langendorf United Bakeries, San Francisco (bread), 10 *ta* weekly, Erwin, Wasey & Co., San Francisco.
Rockmount Envelope Co., San Francisco (stationary), 3 *sa* weekly, direct.
Ex-Lax, New York (Jests), 7 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.

WABC New York

Celanese Corp. of America, New York (Celanese material), 3 *sa* weekly, thru Young & Rubicam, N. Y.
Ludens Inc., Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Musterole Co., Cleveland (Musterole), 2 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Vick Chemical Co., New York, 3 *ne* weekly, thru Morse International, N. Y.

KMOX St. Louis

Ponds Extract Co., New York, *sa*, thru J. Walter Thompson Co., N. Y.
Hardy Salt Co., St. Louis, 6 *sa*, direct.
Maryland Pharmaceutical Co., Baltimore, *sa*, thru Joseph Katz Co., Baltimore.
The Figaro Co., Dallas, *sa*, thru Herbert Rogers Adv. Co., Dallas.
Father John's Medicine Co., Lowell, Mass., 4 *sa*, thru John W. Queen Adv. Co., Boston.
Musterole Co., Cleveland, *sa*, thru Erwin, Wasey & Co., N. Y.
Berkshire Knitting Mills, Reading, Pa., 3 *sa* weekly, thru Geare Marston, Philadelphia.
Marlin Firearms Co., New Haven, 3 *sa*, thru Craven & Hedrick, N. Y.
Seeck & Kade, New York (Pertussin), *sa*, thru Erwin, Wasey & Co., N. Y.
DeKalb Agricultural Assn., DeKalb, 3 *sp* weekly, thru Western Adv. Agency, Chicago.
Swift & Co., Chicago (Bland Lard), *sa*, thru J. Walter Thompson Co., Chicago.

WOWO Fort Wayne

C. A. Briggs Co., Cambridge, Mass. (H. B. Coughdrops), 2 *sa* weekly, thru Horton-Noyes, Providence, R. I.
American Chicle Co., Long Island City (Dentyne), 5 *sa* weekly, through Badger, Browning & Hersey, N. Y.
Ohio Oil Co., Findlay, O. (Marathon products), 11 *sp*, thru Stockton, West & Burkhardt, Cincinnati.
Hollingshead Corp., Camden, N. J. (Whiz Floor Wax), 3 *sa* weekly, 13 weeks, thru Aitkin-Kynette, Philadelphia.

WLS Chicago

Seeck & Kade, N. Y. (Pertussin), 6 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Phillips Petroleum, Tulsa, *sp* weekly, 52 weeks, thru Lambert & Feasley, N. Y.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 3 *ta* weekly 52 weeks, thru J. D. Tarcher Co., N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 17 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Park & Tilford, N. Y. (Tintex), 24 *sa* weekly, 13 weeks, thru Chas. M. Storm Co., N. Y.

WENR Chicago

Miss Swank, Inc., New York (slips), *t* weekly, 13 weeks, thru Hirshon-Garfield, N. Y.
Western United Dairy Co., Chicago, 7 *sa* weekly, 13 weeks, thru Olian Adv., Chicago.
Lever Brothers, Cambridge, Mass. (Rinso), 4 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

AT&T Offers Fellowship In Honor of Dr. Jewett

IN HONOR of Dr. Frank B. Jewett president of the National Academy of Sciences and vice-president of American Telephone & Telegraph Co., a trust fund has been established by the company for post-doctorate fellowships to stimulate research in the fundamental physical sciences, Walter S. Gifford, AT&T president has announced. Dr. Jewett retired from active service last week, having reached the company's retirement age.

There will be five Jewett fellowships awarded annually in each of the 10 years from 1945 to 1954 inclusive, each carrying an annual honorarium of $3,000 to the holder and $1,500 to the institution the recipient elects to do research. Awards will normally be made to those who have obtained the doctorate within the preceding year or are expected to receive that degree not later than the beginning of the next fellowship term which starts each July 1.

Resumed by Camel

R. J. REYNOLDS TOBACCO Co. Winston-Salem (Camel cigarettes) following summer lay-off, on Oct. 5 resumes *Abbott & Costello* show on 135 NBC stations, Thursday, 10-10:30 p.m. (EWT). Series continues to co-star Bud Abbott and Lou Costello. Artie Auerbach, comedian, has been added to talent line-up, with Connie Haines, featured vocalist. Freddie Rich continues as musical director. Ken Niles is announcer. Don Prindle, Ed Forman, Joe Kirk, Sidney Fields and Eddie Cherkose are writers. Dick Mack has been assigned Hollywood producer for William Esty & Co., agency servicing the tobacco account.

Mantle Lamp Active

MANTLE LAMP Co., Chicago (Aladin Lamp), began sponsorship Oct. 1 of a quarter-hour transcribed show titled *Smilin' Ed McConnell*, once to thrice weekly, on the following stations: KTHS KARK WTAD WDZ WMT WHO KMA WIBW KFBI WHAS WPAD KWKH WDGY KMBC KMOX KFEQ KWTO WJDX WCOC KMMJ KFAB WPTF KFYR WDAY KILO WKY KVOO WNAX WDOD WAPO WNOX WMC WSM KGNC KTRH WFAA WOAI KWFT WRVA WIBA WFHR KFYO. The 13 and 21-week contracts were placed by Presba, Feller & Presba, Chicago.

Grove on 15

GROVE LABS., St. Louis, is sponsoring a musical transcribed series *Pleasure Parade*, produced by Frederic W. Ziv Co., Cincinnati, on 15 stations. Series, which began Sept. 10 and runs for three quarter-hours weekly, features Jimmy Wallington, m.c.; the Glen Miller Modernaires, Bob Kennedy, Kay Loraine, Irving Miller and 16-piece orchestra, on these stations: WCCO WWL WWJ WOW WSM WPTF WTAR WRNL KOMO KMBC KRLD KYW KGW WBZ KPO. Account placed through Donahue & Co., New York, and Russel M. Seeds Co., Chicago. The list is to be increased to 20 stations.

SUMMER*
NBC 6.2
SECOND NETWORK . . . 5.6
THIRD NETWORK . . . 4.1
FOURTH NETWORK . . . 3.6
WINTER*
NBC 10.2
SECOND NETWORK . . . 6.9
THIRD NETWORK . . . 4.9
FOURTH NETWORK . . . 4.8

SUMMER OR WINTER – THE STORY IS THE SAME

NBC IS THE NETWORK MOST PEOPLE LISTEN TO MOST

Makes no difference *how* the thermometer reads–summer's heat or winter's cold–NBC gets most of the listeners most of the time here in the West. There's a double reason:

In addition to the sparkling NBC transcontinental shows, NBC Western Division has its *own* Parade of Stars...19 topflight news...drama...comedy...music and variety programs...heard exclusively by the west coast listeners.

It's this double Parade of Stars – month after month, summer and winter–that wins the biggest share of listeners in the West. That's why advertisers and time buyers can reach *most* of the people *most* of the time–through NBC Western Division.

**Average Pacific Coast Hooperating (Aug.'44 and Feb.'44) of all programs for each network – 8 A. M. to 10 P. M.*

WESTERN DIVISION
HOLLYWOOD *Sunset and Vine* ★ SAN FRANCISCO *Taylor and O'Farrell*

of the NATIONAL BROADCASTING COMPANY, INC.
★ ★
A SERVICE OF THE RADIO CORPORATION OF AMERICA

ACCESS (Ky.) AIN'T OPEN TO US!

Nope, WAVE probably doesn't have a friend to its name in Access (Ky.). Reckon we miss a couple dozen people that way! But one thing we *don't* miss is the Louisville Trading Area, with 1,336,000 people and 242,077 radio homes! We ain't lookin' the other way when these people go to buying their 57.5% of all the State's merchandise, either. We help 'em! Like to get in here yourself—with no extra charge for *Access?*

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

AP

KXL, Oakland, California

. . . May I commend you on the excellent idea of individual sales presentations for AP Telescripts.

Adriel Fried
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

No Grab Bag Here!

WAIR's record of success makes it possible for you to plot your sales and distribution course with a remarkable degree of accuracy. WAIR is a "must" in this great market.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

OWI OFFERS FACTS FOR V-E DAY SHOWS

ADVERTISERS, agencies, networks and stations last week were urged by the OWI Domestic Radio Bureau to temper all V-E Day broadcasts with factual information about the war with Japan.

In a letter to radio, George P. Ludlam, chief of the Domestic Radio Bureau, said individual advertisers have offered to substitute Government messages for commercials and individual stations have asked for help in slanting copy on V-E Day programming.

"Best current appraisal of probable public reaction to victory in Europe is that there will be unrestrained rejoicing," wrote Mr. Ludlam. "This may be tempered, however, by a mood of deep and perhaps quiet thanksgiving over the accomplishment of half of the tremendous task; together with a sober question—which will come to many people for the first time—as to what actually lies ahead of us in our war with Japan."

A three-page fact sheet, with information about the war with Japan which can be used instead of regular commercials, was included with the letter. As for messages on the regularly scheduled OWI plans, Mr. Ludlam wrote:

"It is the earnest hope of the Radio Bureau that advertisers, networks and stations will find it possible to adhere closely to scheduled assignments on V-E Day and thereafter, perhaps rewriting messages to include pertinent copy slants on Japan." He pointed out that all OWI offices are ready to assist broadcasters and sponsors in furthering V-E Day plans.

Video-Net Sports Aired By Gillette, Atlantic

GILLETTE Safety Razor Co., Boston, and Atlantic Refining Co., Philadelphia, last week made arrangements for addition of television to their sports broadcasting schedules, each planning to use three-station hookup of WNBT New York, WRGB Schenectary and WPTZ Philadelphia. Programs are to be viewed by wounded servicemen in eastern hospitals as well as by home video audiences.

Friday night boxing bouts sponsored on MBS by Gillette will also be televised by NBC over WNBT for the company, and will be relayed to WRGB and WPTZ. Fight telecasts were to start last Friday. Atlantic Refining last Saturday afternoon was to start a series of nine Saturday and three Sunday football games on the television net from Philadelphia. Company has been sponsoring gridiron contests on some 70 standard stations and has used WPTZ for the past four seasons. Commercial time will be paid for by both companies on WNBT although rate has not yet been set. Gillette agency is Maxon Inc., New York. N. W. Ayer & Son, Philadelphia, services Atlantic Refining.

New Olian Accounts

OLIAN ADV. Co., St. Louis, has announced that the agency has been appointed to handle the accounts of Hardy Salt Co., St. Louis; Western United Dairy, Chicago; American Fixture & Mfg. Co., St. Louis; Cardinal Diamond Ring Syndicate, St. Louis.

TELEVISION CAMERAS scan executives of the Allen B. DuMont Labs. at the reception Thursday, Sept. 21, at WABD New York, marking the opening of a new "live talent" studio in the same building occupied by the first DuMont studio at 515 Madison Ave. Additional studio, larger in size and with greater facilities, allows continuous telecasting of live shows without switching to film shots while sets are moved, and is said to make WABD the first television station with multi-studio facilities. Televised are (l to r): Paul Raibourne, treasurer; Comdr. Mortimer Loewi, assistant to the president; Allen B. DuMont, president; Bernard Goodwin, secretary; Leonard Cramer, vice-president; T. T. Goldsmith Jr., chief engineer.

Radio Is Precluded From 'Depression' Claim Under Tentative Tax Ruling

AMONG the 34 industries cited last week by the Bureau of Internal Revenue as tentatively precluded from claiming "depression" during the base period 1936-39 in appeals for readjustments in excess profits payments, were radio broadcasting, radio and parts manufacturing, telephone and telegraph, electric light and power, retail trade. Purpose of these tentative determinations is to guide revenue agents in dealing with claims for refund under these provisions and to inform taxpayers of the general lack of evidence that these industries meet the requirements of Sec. 722 (b) (3) (A) of the Code.

These tentative determinations, however, do not debar in any way a taxpayer from securing full consideration of any pertinent evidence in support of a claim based on the profits cycle history of his industry as the Bureau recognizes possibilities of exceptions. The excess profits tax is computed from the gap of present profits and the average of the base period. The profits cycle of these groups are termed as "variant profits cycles" as they differ materially in length and amplitude from the general business cycle.

The tentative ruling as issued by the Bureau of Internal Revenue stated in part:

These tentative determinations do not in any way debar a taxpayer from obtaining full consideration of any pertinent evidence in support of a claim based on the profits cycle history of its industry. The Bureau recognizes that there may be exceptional industries included in these groups for which it does not as yet have adequate information, and it is receptive to statistical and other data which will aid in establishing the profits cycle of such an industry for the purposes of Sec. 722. If there are such exceptional industries, they are more likely to be found in the more heterogeneous industrial groups because in such a group there is larger possibility of including industries with profits cycles that differ significantly from the group profits cycle on which the tentative determination is based.

The list of industrial groups which follows includes only a portion of the industries, members of which have submitted claims invoking the provisions of Sec. 722(b) (3) (A). It is expected that additional determinations will be made from time to time with respect to other industrial groups. With respect to any industry not covered by the present list, there is no implication that it has been accepted, or is likely to be accepted, as a variant cycle industry depressed in the base period.

Seeks Local Outlet

REED D. SMITH, news editor and reporter for the Columbus (O.) bureau of Associated Press, last week filed with the FCC an application for a new standard station to be located in Charleston, W. Va. Facilities requested for the outlet are 1400 kc, 250 w and unlimited hours of operation.

NBC Election Coverage

GOING "all out" for election returns coverage Nov. 7, NBC will remain on the air until the Presidential race is decided, broadcasting five-minutes of news each hour and half-hour beginning at 8 p.m. Entire evening will be programmed as a unit with regular Tuesday night stars being heard in connection with election coverage. A half-hour round-up from key election centers will be broadcast and NBC crews are assigned to Presidential and Vice-Presidential candidates of both major parties as well as to the national party headquarters. Before 8 p.m. news programs of Lowell Thomas and H. V. Kaltenborn will be offered to stations not already carrying them. William F. Brooks, director of news and special events, will supervise the entire operation.

Ace Productions

ACE Productions, a new advertising agency in San Francisco, has placed spot business with KSAN for Dr. Fisher's food products, KGO and KJBS for Golden Grain Macaroni Co., KFRC for Olympic Farms Dairy, KGO for Jerome Kilts, Swiss Diamond Palace, and Hill Motors. All are San Francisco stations. Agency is headed by Graham Gladwin.

IT AIN'T HONORABLE

. . . but it's the only way out!

We won a plaque . . . from the BLUE Network. It says that New York Ad-Agencymen figured we did an outstanding job of promoting Network and Spot programs. But I'm scared to hang the plaque up. If I do, *all* our customers might demand that I promote their programs only. All the time! And how! Or else! And we do not play favorites, on account we love the guy in a Class C spot as well as the guy with a class A half hour.

Anyhow, we haven't that kind of money to spend on promotion. All but 1/10th of 1% of your dollar goes for time and "station facilities" when you're on WTCN. (Well, anyway, almost). So I guess I will have to commit Hara Kiri.

It ain't honorable. But it's the only way out.

WTCN's Promotion Manager.

• 1280 ON YOUR DIAL

WTCN

MINNEAPOLIS - ST. PAUL, MINN.

The BLUE Network

Free and Peters, Inc. National Representatives

. . . BUT THANKS

ADVERTISING AGENCY ACCOUNT EXECUTIVES

For Outstanding Audience Promotion on Blue Network Programs
This Award Is Made To
WTCN
Presented by the Blue Network and Based on a Poll
of Advertising Agency Account Executives

We're grateful. And we'll keep on doing all we can to tell the folks in this area about your shows and your products and your services.

Tell 'em

and you . . .
sell 'em!

Advertisers are finding WINX unusually productive.

Their "ace-in-the-hole" is repetition . . . because you can buy two or three spots on WINX for the same amount of money that you would ordinarily pay for one . . . in a comparable market.

The Best Test Market at
MINIMUM COST

WINX

WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

Radio Progress Unveiled at Hearing

FM Winner in Dispute With Television For Low Band

(*Continued from page 11*)

output in frequencies ranging as high as 600 mc.

Already in factory and production stages is a 1 kw power output tube operating on 400 mc with a 40% efficiency. In the concluding stages of research are two water-cooled tubes, one of 3 kw operating on 400 mc and one of 1 kw on 600 mc. The 3 kw tube, operating at 40% efficiency at 400 mcs, will take about a year to get into production.

Other tubes described by Mr. Adair include: 250 w on 400 mc, 200 w on 500 mc and 150 w on 600 mc, all in preliminary stages of production; 500 w on 400 mc, 400 w on 500 mc and 300 w on 600 mc, in research; tubes of 700 w operating on 400 and 600 mc, in concluding stages of research and probably can be operated to 700 mc.

In this connection it was learned that one broadcasting company already has placed an order with a large manufacturer for a 5,000 w color television transmitter which will operate at 750 mc with delivery guaranteed within a year following the war.

Television Needs

Recommendations were made by RTPB Panel 6 to set aside sufficient space in the region from 300 to 3,000 mc for television relay stations and for commercial television stations. The American Television Society, in a telegram last week to the FCC, protested any plans to eliminate television from the present A and B channels (50-108 mc), although expressing approval of experimental channels between 400-1,000 mc. The ATS also asked permission to be heard.

Dr. Lynde P. Wheeler, head of the Technical Information Division of the FCC Engineering Dept., presented findings based on 32,000 hours of continuous automatic recordings of VHF transmissions from various commercial and experimental stations over the last two years at the Commission's monitoring stations at Laurel, Md.; Allegan, Mich.; Atlanta, and Grand Island, Neb.

He explained that the FCC has reached no conclusions as to the bearing on allocation problems, but submitted his report that witnesses might study it and determine its significance themselves. The studies covered three type of signals—tropospheric, bursts and sporadic E, due to different causes. He submitted a complete technical report for the record as an exhibit.

Dr. Wheeler, past president of the Institute of Radio Engineers, described the results of the observations of VHF field strength measures in 1943-44, pointing out three distinct kinds of signals were recorded. He described the vagaries of FM reception at varying distances from the stations.

Aside from the "bursts" which are present intermittently on the high frequencies, momentarily impairing reception, he declared that at certain periods distant stations otherwise inaudible, give an "abnormally high field strength". He described this as the "tropospheric phenomenon," the origin of which has not been determined, although it may have some relationship to the "incidence of meteors in the upper atmosphere".

Witnesses on behalf of FM, including Dr. C. M. Jansky Jr., consulting engineer and chairman of RTPB Panel 5 (FM), have held that these reports of sporadic interference are not regarded as basic, and that no radio frequencies are entirely interference-free.

Secrecy Problem

Dr. W. R. G. Baker, chairman of the RTPB and vice-president of General Electric Co., after tracing the history of the technical advisory board, declared: "Without attempting to rate the relative importance of the existing and possible new services, it is apparent that certain services can and will provide thousands of jobs after the war restrictions have been removed, provided the way is cleared for them to proceed. Such services of a mass entertainment character are represented by FM and television.

"Until the frequency allocations and system standards for these services have been approved by the FCC, it is probable that no manufacturer will produce either transmitters or receivers. That is, commercial exploitation is not practical or possible without approval by the FCC of the frequency allocations and system standards."

Dr. Baker explained the work of each panel and the various subcommittees, told how conclusions had been difficult because of secret military developments not available for civilian knowledge. He said, however, that on some panels were members who were familiar with the wartime developments. Those panels, however, will not report during the hearings.

Getting Ready

"It is not the common characteristic of scientists and engineers to make public statements which cannot be substantiated by experimental evidence," he said. "In the work of the RTPB there has been no lack of evidence of this characteristic conservatism. At the same time it has been recognized that, in the interest of the common good, prompt advantage must be taken of new knowledge. In general this new knowledge has been acquired in narrow and much too isolated spearheads which have reached out into the, until recently, unknown."

Declaring that "as victory approaches it is the part of wisdom to prepare for peace", Dr. Baker said it is "essentially important" to apply that principle to radio. On employment he asserted that "it is probable that during the period of the war the employment provided by the radio industry will have been increased by a factor of four" and there is "that increase in potential labor force available to the production of equipment for civilian supply." He mentioned the "hundreds of thousands" in the armed forces who, through specialized training, may wish to work in radio.

"Awaiting freeing of the productive capacity of such a labor force there is a deficit of home receivers developed through the years since the radio industry went to war," said Dr. Baker. "However, such a demand can do little but to provide a market through the earlier phases of the return to production for civilian supply. For any large and permanent expansion of the employment capacity of the radio industry resort must inevitably be had—not only alone to expanding old services, but most importantly to the inauguration of new services."

In addition to extension of the standard band, Mr. Frazier told the Commission that Panel 4 has made

ANCHOR WITNESS at the FCC allocation hearings when the proceedings opened last Thursday was Dr. W. R. G. Baker, vice-president of General Electric Co., as chairman of Radio Technical Planning Board, through which basic allocations recommendations are being presented at the hearing.

WSLI
JACKSON
MISSISSIPPI

JACKSON'S HARVEST

It's fall harvest time in Mississippi and new agricultural dollars—added to a steadily increasing industrial and oil income—are boosting Jackson's market to an all-time high. Here, in the Capital City, the $130,000,000 annual market is ready to be "gathered." Remember, WSLI offers you effective coverage of this "double-return" market—at less cost.

BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

studies of the following: Consideration of average skywave curves, review of the FCC Standards of Good Engineering Practice; use of directional antennas by local channel stations; methods of measuring directional antenna power; use of half-wave antennas by local stations; possible improvements in broadcast antenna design; use of subaudible frequencies for signaling and other purposes; static neutralizers; reduction of receiver radiation; possible use of frequencies in the band between 3 and 17 mc for rural broadcast services.

Report on FM

C. M. Jansky Jr., chairman of Panel 5 on FM Broadcasting, said that after considerable study of modulation types it was concluded that "there are no systems of modulation, classified or otherwise, which show any indication of being either as good or better than the frequency modulation type now in use."

As to position in the spectrum, Panel 4 concluded that the present band, in the vicinity of 50 mc, should be maintained. It was further agreed, he said, that the present channel width of 200 kc be maintained. Controversy with Panel 6 (television) over the number of channels required for FM was ironed out, he reported, at conferences with Panels 6 and 2 (frequency allocation) and it was agreed that Panel 5 would make the recommendation that FM broadcasting be assigned 75 channels of 200 kc each between 41 and 56 mc. "It is realized of course that this assignment of 75 channels is slightly less than the number specified in the original Panel 5 report," said Dr. Jansky. "Nevertheless it is not the desire of Panel 5 to in any way stand in the way of a considered, overall proposal fully recognizing the great demand for radio facilities for services other than the one with which the panel on FM broadcasting is concerned." The original Panel 5 request was for 80-100 channels for commercial and non-commercial stations, starting in the vicinity of 40 mc and comprising a band of 16-20 mc.

The FM panel also recommended

FCC, SITTING EN BANC, as Chairman James Lawrence Fly read the opening statement. (l to r) C. J. Durr, Ray C. Wakefield, Paul Walker, Chairman Fly, and E. K. Jett. Gov. Norman S. Case was absent, having received word that his son, 1st Lt. John Case, Coast Artillery, had been seriously wounded Aug. 30 in France. He was present Friday, however.

horizontal polarization over vertical polarization. Concluding his statement Dr. Jansky said:

"The potentiality for public service in FM broadcasting far transcends those of the older AM system. If the standards finally adopted are right, then the greatest possible benefit to the public will accrue. If they are wrong, then to the extent they are wrong will horizons be limited and the future of the art impaired. Knowing what is done cannot always be undone has led us to concentrate our thought to date almost entirely upon the fundamental, basic allocation standards which must furnish the foundations upon which the complete structure will be built rather than to devote much time to details.

"When you have decided first the position for FM broadcasting in the radio spectrum, second the width of channel to be used and third the number of channels, that is, the width of band to be assigned this new and vastly improved service, then industry can proceed with plans for the building of radio receivers and transmitters, and to establish stations."

Television Space

Recommendations that the Commission assign a sufficient number of 6 mc channels in the region of the present A and B television channels (50-294 mc) to provide competitive nationwide service, and authorize commercial relay stations and "assign a sufficient number of channels commensurate with the needs of the commercial television broadcasting stations" in the 300-

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

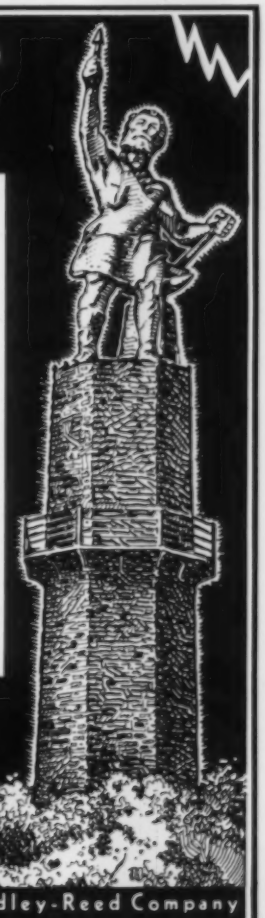
CHNS

Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives

UP AND UP

Higher and higher goes the Hooper for WSGN! The latest report shows a better than ever audience morning, afternoon and night; reflects an all day gain of 13.3% since the previous Survey . . . Again WSGN has a larger morning Hooper than all other Birmingham stations combined; again it carries seven of the ten top-rated daytime programs; has Alabama's greatest coverage by **all standards**; offers the best **salable** time in the State. WSGN's Market is one of the South's Best — it's time is Alabama's Best BUY Far!



WSGN

The Birmingham News-Age-Herald Station

Represented Nationally by Headley-Reed Company

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...

Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE *USUAL* STORY FOR WRC, *FIRST* CONTINUOUSLY SINCE 1923.....

WRC

NBC REPRESENTED BY NBC SPOT SALES

Washington

Reach the ACTIVE SALT LAKE MARKET

Utah has one of the highest per capita ratings as a radio listening market.

•

National Representative
JOHN BLAIR & CO.

3,000 mc band, were made by David B. Smith of Philco Corp., Philadelphia, chairman of Panel 6.

Mr. Smith summarized the major recommendations of Panel 6 as follows: (1) Commercial monochrome television broadcasting should be continued on 6 mc channels; (2) provision should be made for licensing relay stations for point-to-point service of the following types (a) studio-to-transmitter, (b) portable-mobile pickup, (c) inter-city links, and (d) intra-city links. (3) Every effort should be made to provide a continuous frequency spectrum of 30 channels of 6 mc. width for immediate postwar commercial monochrome television.

War Progress

Mr. Smith recommended that this spectrum include the present group A channels, which begin at 50 mc, asserting, "It is recognized that this ideal may not be capable of attainment without undue sacrifice on the part of other services." He submitted a plan for 26 channels to be available immediately after the war and so designed that additional channels to give a more continuous spectrum could be interposed in event the intervening services find it feasible to move to other frequencies.

With respect to color television, Panel 6 decided that "adequate standards for color television for a 6 mc channel cannot be established at this time". Mr. Smith pointed out, however, that experiments are continuing.

He urged that provision be made now for higher frequency channels in which experimentation and development may be conducted "looking toward an improved service which may include color, higher definition and any other improvements which may occur". Experimental channels should be 20 mc wide, he said, but suggested that no other standards for them be established at the present. The channels should be assigned on the basis that they will subsequently be used for commercial broadcasting of improved television service "at such time as standards are adopted".

"Our Panel found that as a result of war work, there have been substantial developments which improve the performance of television service and materially reduce the cost of television receivers," said Mr. Smith. "All the standards have been carefully reviewed and such minor modifications have been made as are necessary to include these improvements within the National Television Systems Committee standards under which the industry is now operating."

FCC COUNSEL TABLE—Dr. L. P. Wheeler, chief, Technical Information Section, first witness; Charles R. Denny, general counsel; George P. Adair, chief engineer; Harry M. Plotkin, assistant general counsel.

Industry Ready

Mr. Smith said that although it was felt 30 channels of 6 mc width are needed, because of the other services Panel 6 would recommend an allocation plan "that would provide 26 six mc channels between 50 mc and 246 mc", including some gaps for existing private and Government services.

"I feel very strongly that the radio industry is ready, willing and able to provide the public with a very acceptable form of television broadcasting service," said Mr. Smith, "at sufficiently low in cost to be within the reach of nearly everyone."

Asserting that facsimile "is a service capable of standing on its own feet", John V. L. Hogan, chairman of Panel 7, a consulting engineer and former owner of WQXR-WQXQ New York, recommended that FCC Rule 3.228 be amended, declaring that "it handicaps facsimile".

Should Modify Rule

He asked for an assignment of 20 channels, each 100 kc wide, in the band between 100-200 mc for the exclusive use of facsimile. The FCC rule should be modified to permit facsimile transmission alone

IT'S A NEAT TRICK IF HE DOES IT

. . . and he does . . . according to HOOPER

. . . On the air around the clock—such leading commentators as Gabriel Heatter and Fulton Lewis Jr. . . . news every hour on the hour . . . no wonder the newest Hooper shows a decided jump—and yet the prices are unbelievably low. Your product will be in the best of company on WHBQ.

News Every Hour on the Hour

DIXIE'S 24 hour STATION

WHBQ

your MUTUAL friend

REPRESENTED BY RAMBEAU

MEMPHIS, TENNESSEE

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

and along with sound in either the standard facsimile sound channels or television channels, he said.

"Home broadcasting by facsimile is destined to become a service of great public value," Mr. Hogan said. "Adequate channel space in the spectrum is needed. Regulations should permit the use of sound and simplex facsimile and sound and multiplex facsimile."

He pointed out that facsimile techniques today are far more advanced over prewar methods and facsimile can become a valuable service in Government and industry as well as the home.

"If the FCC will provide very modest facilities for this new service, we'll provide the service and employ many men," he concluded.

Haraden Pratt, vice-president and chief engineer of Mackay Radio & Teleg. Co., New York, and chairman of Panel 8 on Radio Communication, briefly sketched the work of his panel in point-to-point services covering telegraph, telephone, radiophoto and program, mobile services, ships, coastal stations, aircraft, etc. He said the Panel studied needs of the various services as existing today and as might be foreseen in the next five years.

He said his Panel's recommendations, which would include international point-to-point service and international broadcasts would be made this week when hearings open in fixed services.

Relay Needs

Elmer W. Engstrom, of RCA Labs., Princeton, N. J., chairman of Panel 9 on Radio Relay Systems, said his Panel tentatively recommends that a band 600 mc wide be set aside for radio relays in the 300-3,000 mc band, to include one intermediate repeater. In the 3,000-10,000 mc band the tentative recommendation is that a band of 2,000 mc be set aside, to include one intermediate repeater. Above 10,000 mc the Panel suggested that a third of the spectrum be held in abeyance for radio relays and probable new services. No requirements were seen for the 10-30 mc band, he said, if present relays are permitted to remain.

D. W. Rentzel, chairman of Panel 11 and president of Aeronautical Radio, declared that within the next five years all itinerant airplanes will be required to have two-way radio as well as commercial planes and needs for air navigation would be great. Wire facilities are not sufficient to provide point-to-point service, he added, and aviation must necessarily turn to radio for communication. He said his Panel had considered needs of the various aviation services in the spectrum from 30 kc to 30,000 mc and that they may extend "to frequencies above 30,000 mc as future research demonstrates their characteristics and the feasibility of using them."

Special Services

Alexander Senauke, acting chairman of Panel 12 in the absence of C. V. Aggers, spoke on the needs of spectrum space for medical, heating devices and kindred services. He opposed attempts to shield physical therapy machines, but suggested as a solution to problems of interference that the FCC set aside a small portion of the spectrum for such needs. He recommended 10 narrow bands of 1 mc wide; six from 225 kc to 13 mc and 4 from 40-490 mc, pointing out that the total width required would be but one-half of 1% of the entire spectrum.

Daniel E. Noble, chairman of Panel 13, told of the needs in the spectrum for many new services, including bus, taxi, railroads and trucking as well as expanded police services. "The demand for channels is crowding the space," he said, adding that among the new services seeking positions in the spectrum is one for limited private telephone

DON LEE ACQUIRES SITE ON MT. WILSON

DON LEE Broadcasting System, Hollywood, has purchased a 160-acre tract of land in the Deer Park sector of 5710-foot Mt. Wilson at a cost of $30,000, according to Lewis Allen Weiss, vice-president and general manager.

Located in the Sierra Madre mountain range just back of Altadena, Cal., and 22 miles from Hollywood, the property will be used as a television and FM transmitter site. Network plans to spend $250,000 on construction, to start when materials are available. Purchase was made from Mt. Wilson Hotel Co. Present studios and facilities of television station W6XAO located atop 1700-foot Mt. Lee overlooking Hollywood proper, will be unaffected by the antenna shift, Mr. Weiss said.

CBS Hollywood four years ago leased acreage near Mt. Wilson Observatory for its transmitters, which will have a base 6,000 feet above sea level. NBC and Paramount Pictures Inc. through Television Productions Inc. which operates W6XYZ Hollywood, as well as several independent television license holders are reported planning to erect transmitters on Mt. Wilson.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *April-May, 1944*

TAKE A LOOK AT THE RECORD *that's all we ask!*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A 14.2	WGRC 28.1	B 33.7	C 24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A 28.9	WGRC 27.6	B 25.1	C 17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A 40.6	WGRC 12.6	B 36.7	C 9.7

WGRC *Mutual*

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · *National Representatives*

IT TAKES a BOULDER DAM to hold back the COLORADO RIVER

IT TAKES A 50,000 watt station to sell the Denver market *and the Mountain and Plain States Region.*

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER KOA 50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC American's No. 1 Network

The San Francisco Radio Picture Has changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

for farmers, construction firms and organizations. He made no recommendations Thursday.

Dr. A. N. Goldsmith, chairman of Panel 1 on Spectrum Utilization, summarized his Panel's work which, he said, was planned to "ultimately build up an allocations plan". He offered no recommendations, but outlined the studies of his Panel.

Panel 2 Proposals

In his preliminary statement, which began Thursday afternoon and concluded Friday morning, Dr. C. B. Jolliffe of RCA-Victor Division, RCA, Camden, N. J., chairman of Panel 2, said there were three solutions to overlaps of demands for frequency space: (1) Allocate less space; (2) share the frequencies; (3) make no provision for certain new services.

With reference to the second he told the Commission that "sharing of frequencies must be explored", adding that those above 30 mc have limited range and "more use of them can be made than is indicated. In any allocations work there must be some crystal-ball gazing. It is not realistic to consider the industry needs and ignore Government needs. In our considerations full use is being made of the IRAC proposal. Representatives of the FCC and armed services have been present at meetings of Panel 2."

Dr. Jolliffe said the panel hoped to "reconcile the needs of Government and industry and have, at our next appearance at these hearings, a complete plan without conflicts."

As a result of his panel's intervention in the overlapping requests of television, FM and amateurs, Dr. Jolliffe said the following compromise was reached: For educational FM, 41-43 mc; commercial FM, 43-56 mc; amateurs, 56-60 mc and 4 channels below 150 mc; television, 9 channels, 6 mc wide, 60-114 mc and 17 additional 6 mc channels below 250 mc.

He told of another overlap, between television and frequencies for navigational aids, and said he had called two meetings of his panel during the present hearings and hoped to have a recommendation before the hearings adjourn.

M. H. Woodward, chief of the International Division, FCC Engineering Dept., described 16 exhibits submitted by his division, covering all phases of fixed public service as the prelude to hearings into Fixed Public Services Other Than Alaska. That phase originally had been scheduled to begin Tuesday (Oct. 3), but Chairman Fly was insistent that the hearings move rapidly.

Mr. Pratt, returning to present the RTPB recommendations, said his panel's findings were based on present needs and anticipated needs of the next five years. The proposals are contingent, he said, "upon the United States being able to secure an orderly arrangement internationally agreed to, for allocations in this frequency range which would ensure freedom from interference for the proposed new frequency assignments for established United States stations."

Mr. Pratt, cross-examined by Benedict P. Cottone, FCC assistant general counsel, said the international communications merger (as proposed by Chairman Fly to Congress) would not lessen the needs for international point-to-point communications, inasmuch as there are insufficient frequencies now to handle all business.

Telephone Problem

William A. Roberts of Television Broadcasters Assn. cross-examined Mr. Pratt at length Friday afternoon and at one point Chairman Fly interposed to inquire what part of the spectrum the TBA wanted.

F. M. Ryan, appearing for AT&T, advocated expanded use of radio for overseas telephone services and for short distance toll and rural coverage domestically. He also said the proposed frequencies would be used for "links in program circuits, connecting FM stations" and links connecting overseas stations.

"In many cases," he said, "radio offers by far the most practical means of providing telephone service to remote areas." Mr. Ryan said the frequencies for such service could be shared with other services. He, also, was cross-examined by Mr. Roberts.

Scheduled for appearances at 10:30 a. m. Tuesday when hearings resume at the National Museum Auditorium (10th St. and Constitution Ave., Washington) will be the following: American Waterways Operators, Mackay Radio & Teleg. Co., Press Wireless, Southern Continental Telep. Co., Wabash Telep. Co., Tri-County Telep. Co., Union Telep Co., Texas Telep. Co., and U. S. Independent Telep. Assn.

Chairman Fly announced that the hearings would be expedited and if the Group I witnesses were finished this week Group II, beginning with Standard Broadcast, would be taken up. Group II originally was scheduled for presentation Oct. 10.

New Hall Bros. Series

HALL BROS., Kansas City, manufacturers of greeting cards, will sponsor Charlotte Greenwood, summer replacement for *Bob Hope*, in a Sunday afternoon program on the Blue network starting Oct. 15. New series to be broadcast 3-3:30 p.m. succeeds *Meet Your Navy* discontinued Oct. 6 on the Blue, Friday 8:30-9 p.m. Series was placed through Foote, Cone & Belding, Chicago.

ODT Lauds Radio

J. M. JOHNSON, Director of the Office of Defense Transportation, last week addressed a letter to NAB President J. Harold Ryan praising radio for its service in urging transportation conservation and asking broadcasters to continue their fine cooperation through the war with Japan.

NAB Pamphlet "Is Your Hat in the Ring" tells candidates for public office the best methods of preparing and delivering radio political speeches and is being distributed nationally to those interested. Booklet is being used in quantity by both major political parties.

WSAI

Announces with Pleasure the Appointment of

PAUL H. RAYMER CO.

as exclusive

NATIONAL REPRESENTATIVE

Effectively Immediately

WEST VIRGINIA NET GAINS FAME

Howard Chernoff Walks in for Broadcast While Major Net Reporters Stew

ERE the war is over West Virginia and the WestVirginia Network will be well-known in the European Theatre of Operations, take it from Howard L. Chernoff, managing director of the "little old West Virginia Network", now assigned as correspondent to the ETO.

In a letter to Capt. John A. Kennedy, UNSR, Network president, now on duty in Washington, Mr. Chernoff described an incident that injected humor into an otherwise tense moment. The major American network representatives were at headquarters studios literally tearing their hair. They wanted to get through to Paris. A BBC engineer was doing his best.

About 5:30 p. m. in walked Howard Chernoff, followed by four West Virginia GI Joes he planned to interview on his regular weekly broadcast.

Ready for West Virginia

"Are we all set for the West Virginia Network show tonight?" asked Chernoff nonchalantly.

"West Virginia Network? What's that?" queried the BBC engineer, a new man on the job.

"All those guys in there trying to contact Paris and beat each other to it and I come in to do a broadcast for the West Virginia Network," wrote Mr. Chernoff. "They all got a big boot out of it. You would laugh as I do myself when I look at the schedule of broadcasts and see them listed for the day with their times beside them . . . Columbia, NBC, Blue—and then comes the little old West Virginia Network."

Mr. Chernoff advised Capt. Kennedy he was leaving for the "far shore" for a stay "and the correspondents wanted to make bets that the West Virginia Network will be broadcasting direct from France. I make no commitment," he added, "but merely ask, 'What do you think?' "

TWO WEST VIRGINIANS accidentally meet in London—Howard L. Chernoff, ETO war correspondent for West Virginia Network, and Lorelle Hearst, wife of William Randolph Hearst Jr. Mrs. Hearst is also a correspondent in the European theatre. Mr. Chernoff, managing director for the network, expects to return from overseas shortly after the first of October, WCHS Charleston, W. Va., network key, reported last week. During the past two weeks he has been with Lt. Gen. Patton and previous to that had been the only radio correspondent in the area of Brest.

CHARLES GARLAND, released from the Army and former conductor of the thrice-weekly *Hollywood on Parade* on KMPC Hollywood, has joined Berg-Allenberg Inc., Beverly Hills, Cal. talent service, as assistant to Wayne Griffin, radio director.

World Series Hookup

COMMERCIAL hookup for Gillette's broadcasts of the World Series beginning Oct. 4 will include 245 MBS stations, 55 or more non-Mutual stations in this country and 47 Canadian outlets, according to Maxon Inc., New York, agency in charge. Also a special shortwave transmission to a Cuban network via RCA in New York direct from field with Rene Canazarez, Cuban sportscaster handling commercials and play-by-play is planned. Noncommercial shortwave transmission for servicemen overseas [BROADCASTING, Sept. 25] will include quarter-hour commentaries of each game, prepared by the American Forces Network, London and relayed to Europe via BBC program service for the AEF. The domestic broadcasts will carry special OWI announcements.

Seek San Diego CP

NEW standard station for San Diego, Cal., to operate unlimited time on 1170 kc with 250 w, was requested in an application filed with the FCC last week by Larry Finley, dealer in jewelry and imported watches, and Clinton D. McKinnon, owner of the San Diego *Daily Journal*, doing business as Finley-McKinnon Broadcasting Co., Mr. Finley hold 65% interest, Mr. McKinnon, the remaining 35%.

Plans For Sixth Loan

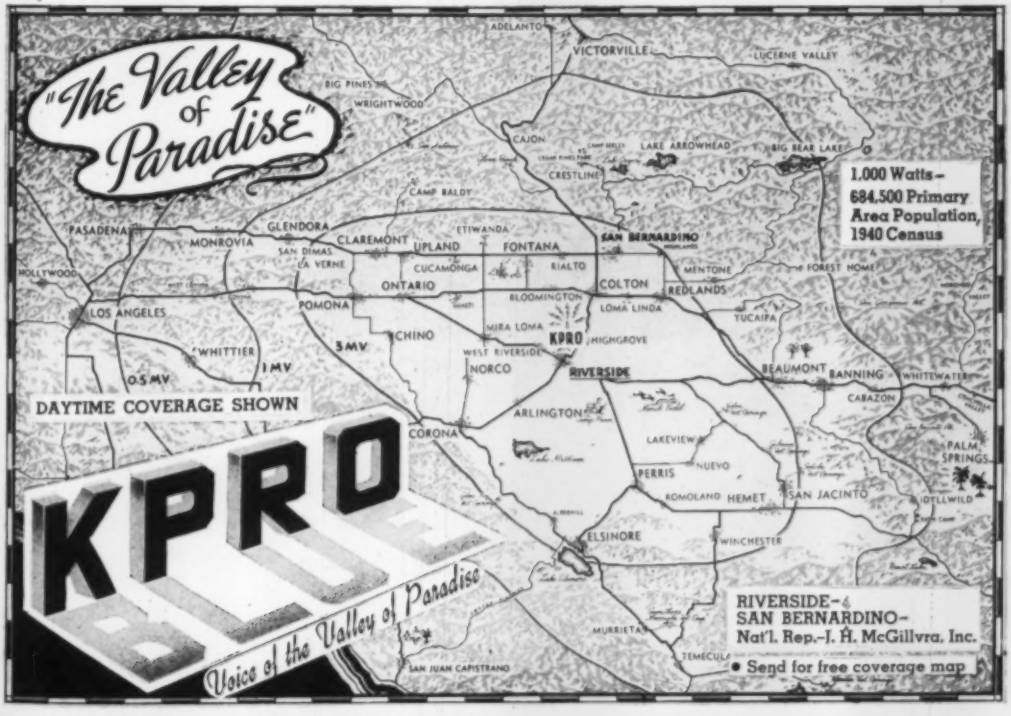
SIXTH War Loan Drive will open on network radio Sunday, Nov. 19, with four consecutive half-hour programs, each produced and broadcast by one network, following which the four will join in carrying a speech by the President. Blue will take the first half-hour 8-8:30 p.m. followed by NBC, Mutual and CBS in that order. The broadcasts will be related by appropriate cross-references. Details of the opening drive broadcasts were worked out last Friday at a meeting of executives in New York of executives of the agencies involved.

Studio Cuts Disc

SERIES of one and five-minute transcriptions are being produced and cut by Republic Production Inc. at the studio for release to stations nationally to exploit the film "Brazil". This is believed to be the first time a motion picture studio has produced and cut its own transcriptions for exploitation purposes.

On CBS Tour

CHARLES SMITH, supervisor of research of CBS-owned stations is on a tour of network outlets to discuss with station officials the use and application of the CBS listener diary study, and other research techniques. His itinerary includes KMOX St. Louis, WCCO Minneapolis-St. Paul and WBBM Chicago, with a stop off in Detroit to visit the networks sales office there.



CUBA IS YOUR MARKET NOW... AND TOMORROW

If your product is a drug item or a confection, use **RHC Cadena Azul.** If it's soap, cigarettes or soft drinks, use **RHC Cadena Azul.** If you are selling good will for postwar sales, use **RHC Cadena Azul.**

Any product advertised on the air and sold in the United States can be successfully advertised and sold in Cuba through **RHC Cadena Azul.**

For **RHC** dominates the radio picture in Cuba. A recent survey shows that **RHC** has twice the audience of its nearest competitor.

It's easy to do business in Cuba, the prosperous good neighbor. Ask to see the survey on how Cuba listens.

RHC CADENA AZUL

RHC Cadena Azul

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

FOR Results IN Louisville IT'S WINN
Basic Station BLUE NETWORK
HARRY McTIGUE, General Manager.

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

'March of Time' Moves to Full Blue Nov. 2 in Same Thursday Night Spot

TIME Inc., New York, publisher of *Time*, *Life* and *Fortune*, on Nov. 2 will move the *March of Time* from NBC to the Blue Network, retaining the same broadcast time, Thursday, 10:30-11 p.m. At the same time the program's coverage will be expanded from 52 NBC stations to the full Blue Network.

Frank Norris, director of Time's radio program department, made this comment: "The shift of the *March of Time* to the Blue Network is a logical step in the light of Time's acquisition last December of 12½% of the stock of American Broadcasting Co., which owns the Blue. It was foreshadowed by Roy E. Larsen, president of Time, when last December he pointed out that the nature and extent of the association between Time and the Blue Network would evolve gradually, but that Time's newsgathering and disseminating staffs could in one way or another 'be counted upon as being available to the Blue Network to supplement the network's own news services'."

Started on CBS

Program shift to the Blue, indicating an active interest by the publishing firm in its radio affiliation, follows closely a reorganization of the network's executive personnel which placed Chester J. LaRoche, who also last December purchased a 12½% stock interest in the parent company of Blue, at the head of the network's executive staff [BROADCASTING, Sept. 25]. In his former capacity as chairman of Young & Rubicam, Mr. LaRoche had been closely associated with both Edward J. Noble, chairman of the Blue Network board, and with Mr. Larson as Y & R handled advertising both for Time Inc. and for Life Savers Corp., of which Mr. Noble also is board chairman.

Starting its career on CBS, March 6, 1931, the program remained with CBS for six years, sponsored by Time Inc. for *Time* and *Fortune*, and by Remington Rand, William Wrigley Jr. Co., and Servel Inc., who used the program to advertise their own products. During the fall of 1932 the *March of Time* was broadcast as a sustaining feature for two months, the network paying costs to give the listening public the popular news program during a national election year.

In October 1937 the show moved to NBC-Blue where it remained until the end of April 1939. Following a recess of more than two years, the *March of Time* returned in October 1941 to NBC-Blue, which relaxed its rules against dramatizations of war scenes and impersonations of world figures to enable the program to present its news dramatizations in the most effective manner.

Series remained on the Blue until the following July, when it shifted to NBC, from which the Blue had separated in January 1942. Program has been on NBC since that time. Series is placed through Young & Rubicam, New York. Its announcer, Westbrook Van Voorhis, has been the "voice of the March of Time" both on the air and in Time's monthly motion picture.

With *March of Time* occupying the Thursday 10.30 p.m. spot, McKesson & Robbins, Bridgeport, will shift Joe E. Brown in *Stop and Go* now on 165 stations in that period, to Sunday 8:30-9 p.m., with Oct. 8 as the expected date for change. Firm has ordered the full Blue network and is awaiting station clearance. Agency is J. D. Tarcher Co., New York.

Radar Secrets Given

FOR FURNISHING the enemy with the secrets of radar, a former lieutenant in the U. S. Naval Reserve, Laurent Hendrikus J. Brackx, was arrested last week and charged with conspiracy. He is charged with having conspired with officers in the German and Italian naval intelligence giving them American defense information and confidential information on radar. The Italian Navy was at a great disadvantage because of lack of radar, it is claimed.

WEAF-FM AIRS NET ON 7-DAY SCHEDULE

NBC's FM station in New York using its newly assigned call letters WEAF-FM, last Sunday (Sept. 24) started operating on a seven-day-a-week basis, 3-11 p.m. transmitting network programs only, according to C. L. Menser, NBC vice-president in charge of programs.

In line with a statement by Niles Trammell, NBC president, issued earlier this year, in which he announced that NBC would make no additional charge to network advertisers for the use of companion FM stations during their developmental period, sponsored programs falling within WEAF-FM's operating time will be carried with commercials without added charge.

Located in the Empire State building, WEAF-FM has been operating since 1939 on an experimental basis with the call letters W2XWG. Until last Sunday it operated every day except Thursday and Friday, 3-11 p.m.

WAIR Transfer Granted

CONSENT was granted by the FCC last week to the voluntary assignment of license of WAIR Winston-Salem, N. C. from C. G. Hill, George D. Walker and Susan H. Walker to Mr. Hill and Mr. Walker doing business as WAIR Broadcasting Co. Mrs. Walker transfers her third interest in the station to her husband as a gift.

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Sleader . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of WINCHARGER FARM ELECTRIC SYSTEMS WINCO DYNAMOTORS WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITY
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

DEWEY LISTENS IN
KWTO Broadcast Persuades GOP Nominee to Speak

AS THE Dewey train chugged East from Oklahoma toward Springfield, Mo. last week enroute to New York after the western campaign trip which ended officially in Oklahoma, the Governor was listening to the radio in his car. When the train neared Springfield, the GOP candidate heard a broadcast over KWTO Springfield describing ceremonies pending his arrival at the Frisco Depot there. Gov. Dewey was simply to appear on the rear platform of the observation car and wave to the crowd as the train passed through, but when he heard the broadcast of Don Harvey, Ralph Nelms and Wayland Fullington describing the crowd of 8,000 persons, he decided to make an unscheduled address.

When the train slowed down, Don Harvey climbed aboard with his portable KWTO mike and Gov. Dewey looked expectantly to Mr. Harvey for an introduction. The GOP candidate then told the crowd that he just had the unusual experience of listening "to a political meeting at which I was to be a special guest. For 30 minutes," Gov. Dewey said, "our car radio has been receiving events here in Springfield. We heard all about Capt. Walker and his sturdy group of officers."

The entire proceedings over KWTO lasted 48 minutes and the late-at-night broadcast was repeated via transcription the following day at noon.

570

...that's the magic spot on the dial for Western North Carolina listeners, where they find favorite CBS programs, and outstanding local shows like

Top of the Morning
Western North Carolina Farm Hour
Woman's Page of the Air
Invitation to Understanding
Rhyme and Reason
Moore General Varieties
AAF Quiz-Fest

...all listener-favorites on

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY.

BOSTON'S First National Bank, starting Sunday, Oct. 8, begins sponsorship of a series of 39 weekly half-hour concerts titled *Sunday at 4:30* over WBZ Boston and WBZA Springfield. Arthur Fiedler (seated, left) conductor of the series, participates in the final arrangements along with (l to r) C. S. Young, WBZ-WBZA general manager; Charles E. Spencer Jr., president of the First National Bank, and Frank Hatch, vice-president of BBDO, agency servicing the account. Program will feature a 45-piece orchestra and will broadcast from the Boston Opera House.

Wagner, Curran Spots

RADIO will be used extensively by both major parties in the forthcoming race for the U. S. Senate from New York, with Thomas A. Curran, Republican, opposing the incumbent, Sen. Robert D. Wagner, Democrat, who seeks reelection. Independent Citizens Committee for the Reelection of Sen. Wagner, with a $40,000 budget, has bought thrice-weekly quarter-hour periods on 17 stations for transcriptions from Oct. 3 to Nov. 5 and twice-weekly quarter-hours on WJZ and WOR until Nov. 1, thence every night except one until election eve. Republican State Committee has bought eight quarter-hour periods on a special New York State network, comprised mostly of MBS stations, with final plans incomplete. Wagner Committee is placing transcriptions on WABY WKBW WFBL WGY WIBX WENY WSNY WGNY WSLB WMFF WKNY WJTN WHDL WHAM WKIP. J. R. Kupsick Adv., New York, handles Wagner account. Republican Committee is placing direct.

N. Y. Ad Speakers

EDGAR KOBAK, executive vice-president of the Blue Network, and Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York, are among those scheduled to lecture at the Advertising and Selling Course which starts Oct. 9 under the auspices of the New York Advertising Club. Mr. Kobak speaks Nov. 30 on "Qualifications for Salesmanship," and Miss Nelson Dec. 14 on "The Place of Radio in Advertising." Radio production clinic [BROADCASTING, Sept. 25] starts Feb. 5 and not Oct. 9 as previously reported.

DON DUNPHY and Bill Slater will handle the play-by-play accounts and Bill Corum will do color descriptions of the 1944 World Series, to be broadcast on Mutual under sponsorship of Gillette Safety Razor Corp., Boston. Broadcast of the first game is scheduled for Oct. 4 at 2 p.m. Agency is Maxon Inc., New York.

WNEW Gives Free Time Equally to All Parties

WNEW New York is refusing political time sales in favor of a system of giving free time equally to all established parties with major candidates. Advantage of the system, according to WNEW, is that it gives the station control over the type of the production, and saves listeners from uncoordinated sponsored political material. The plan reportedly gives the political group the benefit of having its messages presented by technically trained speakers.

With a policy of accepting no contracts for time, the station is turning over a twice-weekly quarter-hour to a roundup tentatively titled *If I'm Elected*. The six recognized parties on the New York State ballot are to contribute their own copy, which is to be read in equal time periods by staff announcers.

Three parties will be represented in alternating order on each broadcast, their copy receiving an equal portion of time—about four minutes. Democrats and Republicans are represented on each broadcast, while liberals have agreed to alternate with the American Labor Party. The Socialist and Socialist-Labor Parties, which do not represent major candidates, will receive one or two "supplementary editions".

Video Firm Formed

INTERNATIONAL Theatrical & Television Corp., New York, is being formed to manufacture and distribute 16 mm films and projectors and television equipment, it was announced last week by George A. Hirliman,, president of Film Classics, New York. The company is being organized by Mr. Hirliman and Eliot Hyman, president of Michostat Corp., New York, 18 W. 48th St., New York, where ITTC will maintain offices.

Napa Valley Starts

NAPA VALLEY Grape Products Co., Oakville and Mills, Cal., producers of Colombo brand wines, has appointed Emil Mogul Co., New York, to handle its advertising. Initial radio campaign of one-minute recorded announcements is scheduled to start early in October on WOV and WEVD, New York foreign language stations, and may expand to all-English language stations at a later date.

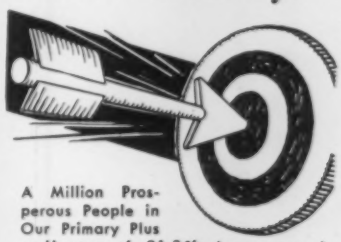
Novik Honored

MORRIS NOVIK, director of WNYC New York, was guest of honor at a luncheon last Thursday at the Hotel Astor, New York, by a group of executives of other stations in the city, in tribute for his work in acting as liaison between them and the city departments and civilian defense organization.

Elgin Holiday Plans

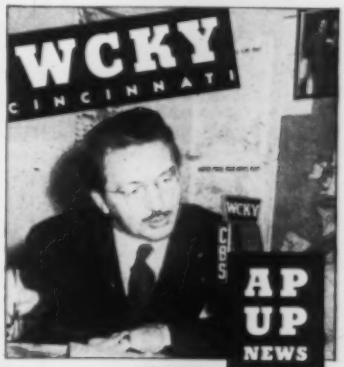
ELGIN NATIONAL WATCH Co., Elgin, Ill., will sponsor for the third consecutive year, a two-hour show on Thanksgiving Day and Christmas Day, 4 to 6 p.m. (EWT), on the full CBS network. The broadcasts will be shortwaved overseas to the armed forces.

Hooper proves It's a Bull's-eye!



A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.



WITH
REX DAVIS
4 TIMES DAILY

K R O D
BUILD BUSINESS in the prosperous, progressive
EL PASO, TEXAS
Southwest
by using the station that's heard all over this important and otherwise radio isolated market.
KROD — a CBS Station
600 kc — 1,000 Watts
Dorrance Roderick Owner Val Lawrence Manager
Howard H. Wilson Co.
National Representatives

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 23 TO SEPTEMBER 30 INCLUSIVE

Decisions . . .

SEPTEMBER 25

Fort Hamilton Broadcasting Co., Hamilton, O.—Granted license to cover CP new station (WMOH).

WHBC Canton O.—Granted license to cover CP change assignment.

W9XG West Lafyette, Ind.—Granted mod. CP experimental television station, authorizing changes in equipment, frequencies, decrease in power and addition of aural channel using special emission for FM, for extension completion date to 9-24-45; conditions.

Farnsworth Television & Radio Corp., Fort Wayne, Ind.—Placed in pending file application new FM station.

Fidelity Broadcasting Corp., Boston—Same.

Greenco Inc., Greenwood, S. C.—Same.

Hampton Roads Broadcasting Corp, Newport News, Va.—Same.

Sun Publishing Co., Jackson, Tenn.—Same.

New Syndicate Co., New York—Placed in pending file application new commercial television station.

J. W. Birdwell, Nashville, Tenn.—Same.

Trustees of Purdue, U., West Lafayette, Ind.—Placed in pending file application new noncommercial educational station.

City of San Bernardino High School District, San Bernardino, Cal.—Same.

West Virginia Radio Corp., Morgantown, W. Va.—Retained in pending file application new FM station.

Chatham Broadcasting Co., Savannah, Ga.—Granted petition for leave to amend application new station.

WOCB Hyannis, Mass.—Granted motion for continuance hearing on application change frequency now set Oct. 6; continued same to Dec. 4.

SEPTEMBER 26

WCHS Charleston, W. Va.—Granted petition for continuance hearing on license renewal application now set Oct. 5; continued same to Dec. 4.

Durham Broadcasting Co., Savannah, Ga.—Denied motion to consolidate application new station with that of Albany Broadcasting Co. to move WGPC from Albany, Ga. to Savannah.

Mutual Broadcasting System, Chicago—Granted in part extension of permit under Sec. 325(b) to transmit programs to Radio Mil of Mexico, except XELO, for period 9-28-44 to 9-28-45.

Alabama Broadcasting Co., Sylacauga, Ala.—Designated for hearing application for CP new station (WFEB), permitee having failed to satisfy conditional requirements in time allowed.

Mississippi Broadcasting Co., Jackson, Miss.—Granted motion for waiver rule requiring 25 days notice for taking depositions and granted order to take depositions re applications by petitioner for new stations Jackson and Macon and Birney Imes application new station Meridian, Miss.

WSBC Chicago—Granted vol. assgn. license from Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman to Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller, copartners, for $100,000.

Herman Anderson & Robert Franklin, Tulare, Cal.—Designated for hearing application new standard station.

WAIR Winson-Salem, N. C.—Granted vol. assgn. license from C. G. Hill, George D. Walker and Susan H. Walker to C. G. Hill and George D. Walker d/b WAIR Broadcasting Co.

KOB Albuquerque, N. M.—Granted extension of license on temp. basis thru 4-30-45, pending final determination on application change assignment; extended for same period special service authorization, 770 kc 25 kw, 50 kw LS, unlimited time.

WBT Charlotte, N. C.—Granted extension license for 3 mo. period from 10-1-44.

Mississippi Broadcasting Co., Jackson, Miss.—Adopted decision and order denying petition for reconsideration of 8-22-24 FCC action granting without hearing application of Ewing Broadcasting Co., for new standard station Jackson, Miss.

Rev. Sam Morris, San Antonio—Adopted order denying petition for reconsideration and rehearing of 9-19-44 FCC order denying petitioner's motions to amend and enlarge issues in license renewal hearings of KGKO WBAP WFAA and to require statements re operations.

License renewals granted for period ending 11-1-45: KDYL KIT KLS KMO KOIL WSPR WPDQ KGGM KGLO KUOA WDSU WHIO WHKY WIBA WJHP WKAT KFGQ WADC WHBI WTCN WFBR.

Extended on temp. basis to 12-1-44, pending determination license renewal applications, licenses for following—KFBB KFJZ KGCU KGHF KGVO KID KOL KRGV KRIS KRNT KSCJ KSRO KTFI KXYZ KYA WDOD WDRC WDSU WEBC WFBC WFIN WFVA WHAZ WHBL WHAS WOB WOV WJDX WLOL WMRO WNBF WNBZ WNEL WOL WOOD WORK WRR WSAI WSMB WTAQ WTOC WXYZ.

Extended further on temp. basis to 12-1-44, pending determination on application for license renewal, licenses for following—KDAL KOIN KSWO KTSA WAAF WAAT WAYS WCAE WCAX WCOP WIBG WKPA WMT WNEW WPAT WPEN WPRA WWDC.

WRNL Richmond, Va.—Granted license renewal for period ending 5-1-47.

KPAC Port Arthur, Tex.—Same.

KWKH Shreveport, La.—Granted license renewal for period ending 5-1-45.

WOWO Fort Wayne, Ind.—Present license further extended on temp. basis for period ending 12-1-44, pending determination on application reassgn. license WGL to Farnsworth Television & Radio Corp.

WDEL-WILM Wilmington, Del.—Present licenses further extended on temp. basis pending determination application transfer control WILM to Alfred G. Hill from J. Hale Steinman and John F. Steinman.

WWDC Washington, D. C.—Granted extension authority to 12-1-44 for waiver Sec. 2.53 and 13.61 so as to permit operation of synchronous amplifier by remote control from main transmitter.

KYA San Francisco—Extended license on temp. basis to 12-1-44, pending action on special service application.

Tentative Calender . . .

OCTOBER 2

Durham Broadcasting Co., Harold E. Thoms, Durham, N. C.—CPs new standard station. Consolidated hearing.

OCTOBER 3

WKBZ Muskegon, Mich.—CP change 1490 kc to 1230 kc 250 w unlimited.

OCTOBER 5

WCHS Charleston, W. Va.—License renewal.

OCTOBER 6

WNLC New London, Conn.—CP change 1490 kc to 1240 kc 250 w unlimited. Participants-WOCB WGBB.

Applications . . .

SEPTEMBER 25

WAGE Inc., Syracuse—CP new FM station, 45,500 kc, 7,780 sq. mi., $27,750 estimated cost.

Providence Journal Co., Providence, R. I.—CP new FM station, 46,900 kc, 6,767 sq. mi., $89,555 estimated cost.

Thompson Broadcasting Co., Altoona, Pa.—CP new standard station, 1240 kc 250 w unlimited.

Walter Adams Graham, Decatur, Ga.—CP new standard station, 1270 kc 250 w D.

Salt Lake City Broadcasting Co., Salt Lake City—CP new standard station, 910 kc 1 kw unlimited DA-DN.

Times-Mirror Co., Los Angeles—CP new FM station, 43,300 kc, 15,857 sq. mi., $176,700 estimated cost.

SEPTEMBER 26

Reed D. Smith, Charleston, W. Va.—CP new standard station, 1400 kc 250 w unlimited.

Telecast Inc., Roanoke Rapids, N. C.—CP new FM station, 49,100 kc, 5,198 sq. mi., $29,280 estimated cost.

Hearst Radio Inc., Milwaukee—CP new FM station, 43,500 kc, 17,791 sq. mi., $198,000 estimated cost.

WBRC Birmingham, Ala.—CP new FM station, 46,900 kc, 18,580 sq. mi., $75,000 estimated cost.

The Daily Report, Ontario, Cal.—CP new FM station, 49,900 kc, 2,240 sq. mi., $30,650 estimated cost.

SEPTEMBER 28

Evansville on the Air Inc., Indianapolis—CP new FM station, 44,300 kc, 29,688 sq. mi., $67,700 estimated cost.

Finley-McKinnon Broadcasting Co. San Diego, Cal.—CP new standard station, 1170 kc 250 w unlimited.

Philco Radio & Television Corp.—CPs new experimental television relay stations Area of Northeast Maryland (Havre de Grace)-A5 A3 emission, 15 w visual and aural, Channels 11 and 12; same area-A5 A3 emission, 15 w visual 10 w aural, Channels 13 and 14; Area of District of Columbia-same except for Channels 11 and 12; Area of Central Maryland (Sappington)-same (two requested); Area of Southeast Pennsylvania (Honey Brook)-same; same area-same except Channels 13 and 14.

Network Accounts

All time Eastern Wartime unless indicated

New Business

BRISTOL MYERS Co., New York (Ipana, Mum), on Nov. 14 starts *Gracie Fields Show* on 147 Blue stations, Tues. 9-9:30 p.m. Agency: Doherty, Clifford & Shenfield, N. Y.

GROVE LABS Inc., St. Louis (Bromo-Quinine), on Oct. 20 for 21 weeks starts *Riders of the Purple Sage* on 5 CBS Cal. stations, Fri. 6:15-6:30 p.m. (PWT). Agency: Russel M. Seeds Co., Chicago.

ANDREW JERGENS Co., Cincinnati (soap, lotion), on Oct. 20 for 52 weeks starts *Today in Hollywood* on 8 CBS Pacific stations, Fri. 6-6:15 p.m. (PWT). Agency: Lennen & Mitchell, N. Y.

Network Changes

PILLSBURY FLOUR Mills Co., Minneapolis (Sno Sheen Cake Flour & Enriched Farina), on Sept. 30 added 12 CBS stations to *Grand Central Station*, Sat. 1-1:25 p.m., for total of 85 CBS stations. Agency: McCann-Erickson Inc., Minneapolis.

ADMIRAL Corp., Chicago (institutional), on Oct. 1 added 18 CBS stations to *World News Today*, Sun. 2:30-2:55 p.m., for total of 61 CBS stations. Agency: Cruttenden & Eger, Chicago.

KNOX Co., Hollywood (Cystex), on Oct. 1 added 42 Mutual stations to *What's the Name of That Song* on 38 Mutual-Don Lee Pacific stations, Sun. 4:30-5 p.m. (PWT), making total of 80 Mutual stations. Agency: Raymond R. Morgan Co., Hollywood.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy), on Oct. 5 resumes Bob Burns, replacing *Charlie Chan* on 38 NBC stations, Thurs. 7:30-8 p.m. (repeat, 37 NBC stations, 9:30 p.m.) Agency: Ruthrauff & Ryan, New York.

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First Petrillo Defeat Seen

(*Continued from page 13*)

and Blue studios and has given instructions to musicians on the proper operation of turntables in Chicago. He said he has also written extensively in technical journals on the theory and practice of recording and play-back operation.

He testified that even if musicians failed to adjust the full output of the turntable in the playing of records the studio engineer would make the proper adjustment.

When counsel for the AFM contended that the musicians were best qualified to detect distortions in musical records Mr. Fredendall replied that these distortions could be due to a number of things. For example, he said, not only the record but the needle, the play-back head, the faders, amplifiers, monitoring loudspeaker or other technical equipment could be the fault. The engineer is in a better position to detect and correct such distortions, he said.

When AFM counsel argued that the engineer is not qualified to detect "sour notes" in records, Mr. Fredendall explained that when Arturo Toscaninni makes a symphony record he himself listens to the master recording before it is released. "He does not wait six months until a turntable operator detects a false note" he added.

He brought out that the whole high quality system of orthacoustic reproduction was developed by NABET engineers and the system was installed throughout the country in NBC and Blue studios and in most stations throughout the country. It is because of this close connection with the development of the equipment that they are best qualified to operate it. He said there is no difference in the operation of the turntable whether the record contains music or not, and that being a musician was no advantage in being able to operate the turntable.

Mr. Fredendall said he joined NBC in 1929 and has been associated with turntables ever since. He testified he has been a member of NABET or its predecessor organization since 1933.

Engineers Better Equipped

Mr. Padway contended that prior to this time platter turning was performed by musicians and others. When the AFM counsel argued that not a single engineer would lose his job if the musicians were given the operation of turntables, Mr. Paradise observed that the question of jurisdiction has to do with the nature and background of the work, rather than the displacement of personnel. It has no way of telling how broadcasting operations might be conducted in the future.

Questioned by Mr. Padway regarding the structure of NABET, Mr. Fredendall said the organization has a national body and local chapters and that dues collected are divided between both. It was brought out that there were 370 employes of NABET in NBC in May 1944.

In reply to a question by Mr. O'Donoghue, the witness said that a far better job of broadcasting records and transcriptions can be done by coordinating the work under the engineer. He testified that no person in the NABET organization has a right to hire or fire. The majority of the members, he added, had a knowledge of electrical equipment and many of them had worked on ships at sea before coming into radio.

Mr. Whyland, a senior studio engineer at WLS, testified that engineers operated the first turntables installed at WLS and WMAQ in Chicago. He said that non-technical men handle non-musical records at WLS and members of the AFM handle the musical discs.

Questioned by Mr. Katz, he said that it "happens regularly" that non-musicians put on records in the absence of AFM members.

He testified that one of the AFM members who turned platters at WLS "can't play a note". Another AFM member is an accomplished musician but not a very good platter turner, he said. "He's too much of a musician for the job", he observed.

Friday Session

At the morning session Friday Mr. Padway offered to withdraw from the case and leave the platter-turning question in status quo, reserving the right to place jurisdiction claims at some future time. It was brought out that such a suggestion had been made by Mr. Paradise at a conference following the afternoon hearing Thursday, at which time Mr. Padway said he would have to discuss the proposal with Mr. Petrillo.

Mr. Padway said he had since been in touch with Mr. Petrillo by telephone and that the suggestion was agreeable.

When Mr. Padway refused to accede to the proposal by NABET counsel that the technicians execute a contract with NBC and Blue for three years guaranteeing platter-turning jurisdiction, Mr. O'Donoghue refused to permit AFM counsel to withdraw. It was brought out that NBC and Blue are operating on a day-to-day basis with NABET pending renewal of contracts which expired May 31, 1944.

Mr. Powley again testified regarding the conference with NBC, Blue and WOR early in the year at which his demands for platter-turning jurisdiction were refused on the grounds that similar demands had been made by Mr. Petrillo. He said he was called to New York by John H. MacDonald, vice-president of NBC, who explained that Mr. Petrillo was in his office demanding this jurisdiction. Among others present at the conference were Robert D. Swezey, counsel for Blue; George O. Milne, Blue chief engineer; Joseph A. MacDonald, NBC counsel; Mark Woods, Blue president.

Functions Studied

The conference broke up, he said, with the understanding that NABET would continue under its current arrangement and that the question of jurisdiction would be taken up when the contract expired May 31, 1944.

Mr. Paradise questioned Mr. Powley regarding the functions of the various engineers in the NABET organization to determine eligibility of members to vote on the appropriate unit for representation.

Charles E. Meter, assistant to the president of the AFM, identified correspondence from the networks confirming negotiations with Mr. Petrillo, on platter turning. When Mr. O'Donoghue was permitted to examine the letters he declared he had no objection to their introduction as they only proved "bad faith" upon the part of NBC and Blue.

NABET counsel injected correspondence from CBS, Mutual and WOR and Mr. Padway argued that the letters showed that other networks were willing to employ musicians for platter turning. Mr. Paradise said he was not convinced by the argument, but permitted the material to become part of the record.

Over the objections of Mr. O'Donoghue, a telegram from William Green, AFL president, in 1937, giving jurisdiction of platter turners to AFM, and an agreement between Mr. Petrillo and Ed Brown, president of the International Brotherhood of Electrical Workers, of March, 1944, surrendering IBEW jurisdiction on platter-turners of the musicians, were admitted.

Mr. Meter testified that AFM members operate turntables in several cities beside Chicago but questioned by Mr. Paradise, he admitted that neither CBS, Mutual nor Blue has ever employed musicians for this work despite their commitments to do so. He was unable to explain why the musicians would not make their demands upon these companies until last December, despite the fact that Mr. Green had awarded the AFM this jurisdiction many years before.

In a discussion with Mr. Padway, Mr. Paradise asserted that it was apparent that the technical skill in playing a record at studios, a function of the technicians, is no different from the skill required in playing a record. Mr. Padway said he would show that the playing of musical records requires the skill of a musician.

25 Hours—$90

Questioned as to whether he was familiar with the opposition registered by IBEW to the Petrillo-Brown agreement, Mr. Meter said he was not concerned with what the IBEW locals did.

Asked whether he reads BROADCASTING, he replied he "glances through it".

Edward A. Benkert, recording secretary for Local 10, and Pat Gallicchio, a member of both AFRA and AFM, said platter turners in Chicago received $90 a week for 25 hours work as do staff musicians, that musical education is an asset in operating a turntable, and that it requires a year to become a good operator.

Mr. McElrath, NBC operating engineer, told Mr. Paradise that contractual arrangements with unions had influenced the network in the placing of the turntables but conceded that in the interest of scientific engineering practice, the equipment should be placed in the control booths.

Mr. Paradise said the Board will decide that NABET is the appropriate unit, that NABET is the appropriate unit except in Chicago, or that platter turners in Chicago shall be "globed" (separate election held to determine which union shall have jurisdiction). In reply to a question by Mr. Paradise, NBC and Blue counsel said they would be agreeable to having NABET certified as the appropriate unit without an election, if the Board so decides.

EFFECTIVE Sunday Oct. 1, WGN Chicago began broadcasting at 7:30 a.m. instead of 8 (CWT).

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Studio Notes

WNEW New York is introducing a new method of handling requests for time from public service organizations such as the New York War Fund. Station is offering its own sustainers for "sponsorship" free of charge, thus giving each group benefit of established local show and advantages of having appeals handled as regular commercials. Station is contributing *Music in Exile* to the War Fund, first to take advantage of the offer.

KMTR Hollywood, under contract signed by Kenneth O. Tinkham, manager, with American Federation of Musicians in late September, will continue to make its own recordings and transcriptions, thus supplying facilities for bands inactivated through recording ban imposed by James C. Petrillo, AFM president. Station recording division will make masters and distribute pressings.

KWIL Albany, Ore., from its Corvallis studios will broadcast a series of daily five-minute programs in the interest of Fire Prevention Week Oct. 8-14. In cooperation with the local fire department, series will climax with a half-hour program describing action at a simulated local fire.

CKFI are the call letters of the new 250 w station to be opened shortly at Fort Frances, Ont. [BROADCASTING, Aug. 14].

CHLN Three Rivers, Que. is now operating on 250 w, after receiving permission to increase power from 100 w.

ASSOCIATED MUSIC Publishers Inc., New York, has signed new music licensing agreements with KRE KUIN WDNC WMPS WHBQ and has received extended contracts from 23 stations—KFAB KOIL KFOR KOCY WSYR WSPR WPAY WOOD WNLC WJAG WHYN WHEC WHAI WCSH WCOL WCAR WBNS WBAX KVOD KSLM KOY KGY KFAC.

TOD WILLIAMS' local news program on WHN New York on Sept. 25 served as a means of conveying to 10,000 members of the district council of the Brotherhood of Painters, Decorators & Paperhangers (AFL), final instructions for turning over their paychecks to 25 war relief agencies, an annual practice. Council notified members to listen in to the program which described the project in full.

WINS New York has arranged with the *New York Daily Mirror* for the presentation of *Air Edition of the Daily Mirror* beginning Oct. 2 and continuing for 52 weeks. Ten-minute program combining news with a digest of special features will be broadcast six-times daily Monday through Saturday and four-times Sunday.

WMIT, FM station affiliated with WSJS Winston-Salem, and located at Clingmans Peak, Mount Mitchell, N. C., has appointed Headley Reed Co. as exclusive national representative, effective immediately.

BUFFALO stations WEBR WBEN WKBW WGR are cooperating with Mt. St. Joseph Teachers College, Buffalo, in offering evening courses in creative and applied arts, including radio, speech and music, through the medium of a radio workshop and under the direction of James B. Tranter, assistant manager of public relations at Curtiss-Wright Corp.

WOW Omaha was host to 1,100 4-H Club members and their leaders at a party during the recent annual Nebraska State Fair in Lincoln.

WHEB Portsmouth, N. H. constructed a replica of the station's building at the Rochester (N.H.) Fair from which certain programs were originated.

NEW YORK U., division of General Education, for the tenth year will offer a 15-week course in the techniques of radio programming starting this week. Television forum, conducted by Josephine Lyons of the radio and television staff of BBDO New York, is also scheduled.

Dorothy Lewis to Tour 17 States for NAB Meet

COORDINATOR of Listener Activity of the NAB, Dorothy Lewis, plans a group of meetings with representatives of local organizations and educational groups for radio conferences of public service, educational, inspirational and other types of programs. She will tour 17 western and northwestern states.

Cities in which she will hold meetings to discuss reactions to radio programming and radio's role after the war are: Syracuse, Utica, Chicago, Omaha, Salt Lake City, Los Angeles, Fresno, San Francisco, Sacramento, Reno, Portland, Seattle, Spokane, Missoula, Bismarck, Fargo, Minneapolis, St. Paul, Duluth, St. Cloud, Albert Lea, Cedar Rapids, Iowa City, Des Moines, Kansas City, Columbia, Mo., St. Louis, Nashville, Cincinnati.

Muzak Elects ACA

MUZAK TRANSMISSION Corp., New York, on Sept. 20, voted the American Communications Assn. as bargaining agent. Election was held by master control and monitor operators and librarians. Negotiations are now in process for a contract covering wage adjustments and improved working conditions which will be subject to the approval of the War Labor Board.

First From Helsinki

FIRST U. S. network broadcast out of Helsinki since Finland and Russia signed an armistice was heard on NBC at 8:10 a.m. last Wednesday. Bjorn Bjornson, NBC correspondent, reached the Finnish capital Sunday and arranged for the broadcast, which went by telephone to Stockholm, where RCA relayed it to New York.

INSIDE DOPE by Dick Bra (right) on how he will do the play-by-play descriptions of 10 leading football games for WLW Cincinnati, all of which will be piped t several other stations in the Midwest, is given to George T. Frechette (seated), Wisconsin Network; and standing (l to r): Robert E. Dunville, vice-president of th Crosley Corp., and general manager of WLW; Arthur F. Harre general manager of WJJD Chicago; Don Wirth, Wisconsin Network MacGregor - Goldsmith, sporting goods manufacturer, will sponsor the broadcasts. Company's agenc is Hugo Wagenseil & Assoc., Dayton [BROADCASTING, Sept. 25].

KPAS Hearing Deferred

HEARING on renewal of licenses of KPAS Pasadena, Cal., and KFVD Los Angeles, effected by the FCC duopoly regulation (3.35) last week was postponed to Nov 20 on petition of the licensees. Original hearing was set for last Thursday. J. Frank Burke, 66⅔% owner of Pacific Coast Broadcasting Co., licensee of KPAS, and 36% owner of Standard Broadcasting Co., KFVD licensee, had filed petition originally asking additional time in which to comply with the duopoly rule.

Miles Exports

MILES LABS., Inc., Elkhart, Ind. on Oct. 1 started the largest export campaign in its history for Alka-Seltzer. Five-minute, six times weekly news programs, supplemented with transcribed one-minute dramatized spot announcements, running from three to ten a day, will be used on some 25 stations in Latin America, the West Indies, Newfoundland and South Africa. Newspaper and magazines will also be used. Campaign will run about a year with Export Adv. Agency, New York, handling the advertising.

SUCCESSFUL STATION MANAGER

Outstanding record—16 years of radio operation. Well known in the industry. Knows local operation as well as national sales. Wide contacts with agency executives in New York and Chicago. A man who can run your radio operation efficiently and successfully with maximum results.

Will accept station management contract, or partial or entire interest in station, preferably in the south.

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Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

NBC network station needs experienced announcer immediately. State full qualifications. Wire or write WSAM, Saginaw, Michigan.

Wanted—Station manager to take complete charge of new forthcoming 250 watt station in modern thriving community, Pennsylvania. State background, experience, expected income, etc. Your application will merit our complete confidence. Box 679, BROADCASTING.

Network promotion man—Well-grounded in radio promotion and merchandising for job with future. Box 711, BROADCASTING.

15% commission, reasonable draw to salesman interested in southern market of half million. Job is permanent and waiting. Please send complete personal information, including photo, in first letter. Box 724, BROADCASTING.

New 250-watt station, southeast, needs 3 experienced announcers. Give qualifications and particulars in letter. Box 725, BROADCASTING.

Wanted immediately—Engineer. Midwest network affiliate. Furnish salary expected. Draft status and other details in first airmail letter. White Box 733, BROADCASTING.

Metropolitan CBS 5 kw station has immediate opening for continuity chief. Permanent. Send snapshot, complete background and references to Gordon Gray, manager, KOIL, Omaha.

Wanted—Experienced time salesman for live wire station in large midwestern city. Real opportunity for man with energy and ambition. Send employment record, photograph, and present earnings. Personal interview will be arranged at our expense. Send full details in first letter to Box 734, BROADCASTING.

Wanted—Combination man. Southern network affiliate will pay $250 per month for good announcer with first class operator's license. Box 737, BROADCASTING.

Radio engineer-physicist-executive. Exceptional opportunity, wide open salary and future, but requiring much-better-than-average qualifications and experience for direction laboratory and field staff engineers and technicians of 18 year old, nationally known, professional organization located New York metropolitan area and working in communications, broadcasting, television and applied electronics. Correspondence held confidential and returned upon request. Give detailed background, education, experience, past connections, present status, photo, salary requirements. Interview can be arranged. Extraordinarily fine opening with unlimited future for properly equipped man with energy, imagination, ingenuity, executive ability. Box 746, BROADCASTING.

Announcer—Permanent position available to experienced man on 5 kw CBS station. Basic $42.50 per week. Opportunity overtime and commercial fees. Write and send transcription immediately. WDOD, Chattanooga, Tennessee.

Announcer—Good commercial man and wax-wrangler for Blue-Mutual outlet in America's fastest-growing market. Single man preferred. Send photo and details in first letter. WBIR, Knoxville, Tennessee.

Help Wanted (Cont'd)

Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Wanted—Announcer with some experience. Give complete data first letter. Write Box 751, BROADCASTING.

Wanted—Announcer with some writing ability. Give complete details first letter. Write Box 752, BROADCASTING.

Advertising salesman. Good possibilities. Permanent. Radio KFRO, Longview, Texas.

Wanted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Blue station in south needs experienced announcer. Prefer man with some successful experience as record jockey. Salary $45 weekly. Permanent job. Box 750, BROADCASTING.

Need two good announcers for NBC affiliate. One kw station. Good hours, good pay. If interested send complete details in letter plus voice transcription to Jack Rathbun, WCOA, Pensacola, Florida.

Sales manager wanted at once. Splendid opportunity for someone who is looking to the future and a permanent connection. Must have proven sales and character record back of him. If you are a hustler and can really sell you have opportunity to advance to sales manager in the very near future. Box 749, BROADCASTING.

Situations Wanted

Chief engineer—Thirteen years' experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary $100 to $125 a week. Must be permanent. Available six weeks. Box 664, BROADCASTING.

Manager—I am single, forty-four, have spent twenty years in radio. Have come up the road from announcer to general manager, and have done each job thoroughly. All of those with whom I've been associated may be used as references. My interest lies in radio at $5,000 per year or better. Will be available in a few weeks. Would you want to hear further? Box 678, BROADCASTING.

SALES MANAGER OF NORTHERN REGIONAL WANTS SIMILAR POSITION SOUTHERN LOCAL OR REGIONAL OFFERING SALES DEVELOPMENT OPPORTUNITIES. WANT CONTRACT ON COMMISSION ONLY. BOX 680, BROADCASTING.

Engineer—Experienced, studios transmitters, recording, net stations. Box 709, BROADCASTING.

Salesman or salesmanager with twelve years successful radio sales experience, with past earnings around four thousand yearly interested in permanent connection. No high pressure sales tactics employed. If you want a man with proven past sales success who offers you character combined with ability then make me a real proposition. Finest business and character references. Available immediately. Box 719, BROADCASTING.

Situation Wanted (Cont'd)

Chief engineer—directional antenna experience. For exchange of particulars address Box 720, BROADCASTING.

Program director—station manager—One year NBC affiliate, four years NBC, New York, seven years WMCA, New York. Studio and field control, announcing, commercial continuity, production. Box 721, BROADCASTING.

Announcer-program director—7 years experience, now employed eastern MBS-NBC affiliate. News, special events, commercial, sports, Family. Position must be permanent. Box 722, BROADCASTING.

Salesman—Young, alert, aggressive; draft exempt, desires position with progressive station. Will accept good offer anywhere, also holder of 3rd class phone license. Box 723, BROADCASTING.

Agencies attention! Program producer, produces programs and results. Now program director for statewide network. In radio over six years, including 50,000 watt station, and some major network experience. Can write copy and design effective radio programs and campaigns. Desire position, preferably in New York. Draft deferred. Available on 2 week notice. Box 718, BROADCASTING.

Experienced sports, news man. Retired Army officer, immediately available. Play-by-play, news editing experience regional stations. College graduate, 26, married. Desire permanent connection. Minimum $75 week. Box 717, BROADCASTING.

Do you need a good all around announcer, experienced with New York station, personable, dependable, resourceful? Married, 4F. Looking for real future. What have you to offer? Box 726, BROADCASTING.

Station or sales manager, now employed as radio director of nationally known agency, available to forward looking station with enough vision to realize the picnic is nearly over and that a real selling job will be required. Although but 35 years young, a commercial and administrative background in radio equal to that of anyone in the industry is offered. Negotiations strictly confidential. Box 727, BROADCASTING.

All round announcer—Hon. discharge, 24, married. Specialty: informal record shows live-talent, news. Also write comedy shows. Three years experience. Seek better location. $50 to $60 week. Box 729, BROADCASTING.

Chief engineer—10 years' experience broadcast, high-frequency, audio and recording. Desire change. If you are looking for an all round chief engineer who can do your job right, the way you want it, let's have your proposition. Am family man, 36 years old and not likely draftable. Box 730, BROADCASTING.

Announcer—Network quality. Now employed 5 kw. metropolitan midwestern station. 3 years experience. Seeks permanent position with progressive organization. Box 731, BROADCASTING.

Announcer—50 kw experience, college graduate, draft exempt, go anywhere. Prefer 50 kw Blue or Columbia affiliate in southwest. Transcription available. Box 732, BROADCASTING.

Woman announcer—accredited radio school graduate, 2 year course. One year's experience, three month's on network. Woman's program, classical music commentary, children's story-telling. Control board and turntable operation. Prefer New England. Box 735, BROADCASTING.

Network trained rewrite man, newscaster seeks permanent connection with northwest station about October 15. Comprehensive news background. Box 736, BROADCASTING.

Commercial, emcee, news announcer: some experience. Age 26, college grad., 1-C draft, intelligent, imaginative. Prefer Philly—N. Y. or west coast areas. Two weeks availability. Box 742, BROADCASTING.

Having had considerable experience in announcing and production, woman desires position at progressive station, at the most 300 miles from New York City. Details and transcription upon request. Box 745, BROADCASTING.

Engineer—broadcast license, degree, Allen Porterfield, 41 Winnebago Road, Tuckahoe, New York.

Situation Wanted (Cont'd)

Announcer—years experience all phases. Recently honorably discharged. Prefer Florida west coast as now there. Box 740, BROADCASTING.

ANNOUNCER — EXPERIENCED, FOR ALL AROUND WORK. MARRIED, AGE 26, ARMY DISCHARGE. AVAILABLE IMMEDIATELY. BOX 741, BROADCASTING.

Experienced salesman with seven years successful local and regional sales experience seeks sales manager's responsibilities and opportunities. Aggressive, alert, good background and pleasing personality. Family man, age 30. Now top salesman at 5 kw network station. Knowledge of promotion, programming and merchandising. Sales record and A-1 references yours for the asking. Interested only in permanency and sound future. Write in confidence and without obligation to Box 748, BROADCASTING.

Wanted to Buy

Wanted—1 6D Presto turntable. Good condition. Contact Stanley Beck, Chief Engineer, WING, 121 N. Main, Dayton 2, Ohio.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted at once—Any approved broadcast frequency monitor. Cash on barrelhead. Box 739, BROADCASTING.

Wanted, radio station, 250, 500 or 1,000 watts, full time, eastern states. Will consider outright purchase for cash or majority interest, retaining present management. Principals only. Write in confidence. Box 747, BROADCASTING.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

Composite transmitter. Never used. Engineers dream in design and construction. Can be converted 250 watt broadcast use for about $25. Guaranteed meet FCC design requirements broadcasting use. Price $2,000 including tubes. WGAC, Augusta, Ga.

For sale—Westinghouse turntable with lateral and vertical pick-up. Box 728, BROADCASTING.

For sale—Two WE 270A tubes. Never used. List price. FOB Monroe, La., KMLB.

Available Several four positions consoles with line, audition, monitor, amplifiers included. Also two 250 watt transmitters. Box 1925, Washington, D. C.

First check received for $3,100.00 purchases 250-watt transmitter and spare tubes in condition for F.C.C. approval, Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

First check received for $2,975.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

Have available complete equipment for 250-watt broadcast station. Partnership and desirable location is wanted. Also, for sale, one composite 250-watt broadcast transmitter. Contact William Kilpatrick, 1317 West Oak, Visalia, California.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

WANTED

One commercial copy writer . . . experienced, capable of handling large volume of GOOD copy.

One top commercial announcer for commercial work exclusively. Must be experienced and GOOD.

WMBD
Peoria 2, Illinois

FCC Approves Sale of WSBC Chicago J. Miller Adv. Agency for $100,000

CONSENT to voluntary transfer for $100,000 of the license of WSBC Chicago from the Gene T. Dyer interests to the owners of the J. Miller Adv. Agency, Chicago, dealing exclusively in foreign-language advertising, was granted last Tuesday by the FCC. Sale was under the Commission's duopoly regulation (Sec. 3.35).

Assignors are Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth Hinzman and the assignees are Julius Miller, his wife, Bertha L. Miller; Oscar Miller, his wife, Gertrude Miller, and Arnold B. Miller who will operate as co-partners. Still pending before the Commission is the application for an exchange of holdings in WAIT and WGES Chicago to give the Gene T. Dyer family a major interest in WAIT and Vivian A. Christoph and others control of WGES [BROADCASTING, July 10]. Originally the licensees had filed petition contending the duopoly regulation was not applicable to WAIT and WGES.

WILM, WDEL Extended

In another duopoly action the Commission extended the licenses of WILM and WDEL Wilmington temporarily pending action on the petition of Col. J. Hale Steinman and John F. Steinman to transfer control of WILM to Alfred G. Hill, his wife, Julia G. Hill and the *Chester* (Pa.) *Times* for $125,000 [BROADCASTING, July 31]. License of WILM was extended to Dec. 1. No time limit was placed on WDEL.

Under the pending petition Col. Steinman, now WPB Printing & Publishing Division Director and head of the Lancaster (Pa.) Newspapers Inc., and his brother, John F., would transfer two-thirds interest to WILM as follows: 304 of 606 shares of outstanding common stock to Alfred G. Hill for $85,100; making him 51% owner; 60 shares of common and 61 of the 102 shares of preferred stock to Mrs. Hill for $27,475; 40 shares of common and 7 preferred to the *Chester Times* for $12,425. WILM would be moved to Chester under the agreement.

License of WOWO Fort Wayne was extended temporarily to Dec. 1 pending determination of the application of Westinghouse Radio Stations, licensee, for consent to assignment of the license of WGL Fort Wayne to Farnsworth Television & Radio Corp. for approximately $235,000 [BROADCASTING, May 29]. This is a duopoly action.

License of WOV New York and auxiliary was extended to Dec. 1 pending FCC action on the application for renewal and application of Arde Bulova and Maj. Harry D. Henshel to transfer control of Wodaam Corp., licensee, to Murray and Myer Mester, Brooklyn, for $300,000 [BROADCASTING, Jan. 10]. Hearings on the transfer were held by the Commission last July.

An extension of three months from Oct. 1 was granted CBS, licensee of WBT Charlotte, N. C., of which the network, under the chain broadcasting regulations, must divest itself of control. Early in the year a three-phase transaction was announced by the FCC, wherein CBS would sell WBT to KFAB Broadcasting Co., Lincoln, and in turn acquire 45% interest in the KFAB company, for approximately a half-million dollars and certain technical changes would be made [BROADCASTING, Feb. 7].

In June the FCC granted the technical phases, whereby KFAB was given a construction permit to move from the 780 kc channel, on which it has synchronized with WBBM Chicago, to 1110 kc, the WBT channel. WJAG Norfolk, Neb., was given a construction permit to shift from limited time on 1090 kc to limited time on 780 kc. The Commission set the financial phases for hearing.

Subsequently CBS and KFAB Broadcasting Co. filed a joint motion to dismiss without prejudice, which was granted [BROADCASTING, Aug. 7, 14]. In its public notice of last Jan. 29, announcing the proposed deal, the FCC said:

'Under the FCC's regulations a rule prohibits networks from owning facilities in any community where network competition cannot acquire competing facilities. Such was the case in Charlotte, N. C., where the Columbia Broadcasting System owned one of the three stations there."

Searles Succeeds Williams

F. M. WILLIAMS, general installation engineer of the Western Electric Co. retired on Oct. 1 after 35 years with the firm. E. N. Searles, superintendent of results and industrial relations succeeds him.

WGAR Elevates George

CARL E. GEORGE, director of operations at WGAR Cleveland, has been appointed assistant manager of the station, a post that has been vacant since Eugene Carr left in 1942 to serve with the Officer of Censorship, according to John F. Patt vice-president and general manager of WGAR. Mr. George joined WGAR as an announcer in January 1934, becoming program director in 1939, a post he held until appointed director of operations in January 1941, a position created at the onset of the war because of the urgency of the many problems connected with the war. Mr. George is a graduate of Muskingum College and Western Reserve Law School, and is a trustee of the Cleveland Advertising Club.

Mr. George

WAAT Buys Theatre

PURCHASE of the Mosque Theatre building at 1020 Broad St., Newark, by Bremer Broadcasting Corp., operators of WAAT Newark, and licensee of FM station WAAW, to house both stations was announced last week by Irving R. Rosenhaus, executive vice-president and general manager of WAAT. Because of wartime restrictions on materials, no change is contemplated for the duration from the present setup, with operational phase of WAAT continuing in the Sheraton Hotel, Newark, and executive offices in the Fatzler Bldg. Mr. Rosenhaus said the purchase was made "with an eye to the great future of radio and television." The building contains a theatre with a seating capacity of 3,400. Cost of the theatre is reported at $400,000.

NBC public service executives, including representatives from the central and western divisions, met in New York last week to review operations for the past six months. Dr. James Rowland Angell, NBC public service counselor, presided.

Drawn for BROADCASTING by Sid Hix

"Her Singing Voice Isn't So Hot, but the Boys Love Her Well-Rounded Repertoire!"

OLYMPIC CAMPAIGN FOR 'SWEATER GIRL'

OLYMPIC KNITWEAR Inc., New York, is setting out to translate into radio language an established visual symbol—the Tish-u-Knit "Sweater Girl" of billboard, magazine and newspaper ad fame, in a radio campaign which it is preparing through Sterling Adv., New York.

Keystone of drive is series of six discs starting on a thrice-weekly basis on WMCA WHN WNEW WOV in New York Nov. 15 for 13 weeks, and which also is being offered to 400 dealers throughout the country for placement locally.

Appealing directly to "teen-age" group, Olympic's one-minute transcriptions feature a young girl "Miss Tish" and jingle-type copy by a quartet.

"Miss Tish" offers free of charge an exercise book prepared especially for the campaign and a free Tish "Pin-Up Girl" poster in full color. Campaign is under the supervision of Berne W. Wilkins, radio director of Sterling.

Quaker Network Revived For Democrat Campaign

TIME has been purchased by the Democratic National and State Committees on the Quaker Network of Pennsylvania stations, organized in 1936 by Roger W. Clipp, president of WFIL Philadelphia, to handle statewide political campaigns. All programs originating at WFIL are fed to WSAN Allentown, WFBG Altoona, WGAL Lancaster, WLEU Erie, WJAC Johnstown, WKST Uniontown, WCAE Pittsburgh, WBRE Wilkes-Barre, WKBO Harrisburg, WORK York, WEST Easton, WAZL Hazelton, WRAK Williamsport, WCED DuBois, WJPA Washington, WERC Erie.

WCAU Philadelphia also has set up a statewide network of 2[illegible] stations for program and spot announcement campaigns of both the Democratic and Republican parties.

Ful-O-Pep Quiz

QUAKER OATS Co., Chicago (Ful-O-Pep feeds), on Sept. 3[illegible] resumed sponsorship of *Man on the Farm*, quiz show, which originates in a studio built especially for the program adjoining the poultry house at the Ful-O-Pep research farm near Libertyville, Ill. Agency is Sherman & Marquette, Chicago. The 30-week program is broadcast live over WLS and transcribed for the following stations:

WSGN KARK KOA WRUF WJAX WIOD WFLA WSB WDZ WHO KMA WIBW WAVE WWL KWKH KRLD WBZ WBZA WCCO WJDX KMBC KMOX WOR WSLB WHAM WSYR WTRY WBT WLW WKY KVOO KDKA WIS WNOX WMC WSM KGNC WBAP WFAA KPRC WOAI WSVA WRVA.

Lorillard Retains JWT

P. LORILLARD Co., New York, which has appointed Lennen & Mitchell, New York, to handle advertising for Old Golds, effective Nov. 30, [BROADCASTING, Sept. 18] will retain its present Old Gold Agency, J. Walter Thompson Co., to handle local sports broadcasts only in Chicago and New York until the end of the year.

ELECTRONS... UNLIMITED!

RADIO, standing at the threshold of a wonderland world, faces the future with breathless expectation.

Here is a world of such uncharted magnitude that even the most daring dreamer among us dares not dream too far. Through an almost endless succession of new horizons, into an almost unimaginably tiny universe of electrons locked in vacuum, men of vision will explore and chart the way in the years just ahead. They will untie the bonds that limit man's perceptive powers, and open to man's finite senses an infinity of wonders.

In radio, radar, television, and whatever other unborn miracles may lie before us, there is opportunity unbounded; but the opportunity is fraught with problems of compelling perplexity. It calls for the combined thought and vision and effort of all those to whom the future of the industry has been entrusted.

The Nation's Station looks forward to its share in this magnificent responsibility . . . with awe, with eager enthusiasm, and with humble confidence.

WLW
THE NATION'S STATION

DIVISION OF THE CROSLEY CORPORATION
CROSLEY SQUARE, CINCINNATI 2, OHIO